



Rebuilding the Corporate Genome: Unlocking the Real Value of Your Business

Johan C. Aurik, Gillis J. Jonk, Robert E. Willen

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Praise for *Rebuilding the Corporate Genome*

"Whether you talk about capability-driven organizations, modular approaches, or networked economies, the implications of very low costs for transactions, information exchanges, and communications are clear: Business boundaries are dissolving and re-forming. Aurik, Jonk, and Willen show how innovators are creatively exploiting this trend to their decided advantage."

—Gerard Hoetmer, Senior Vice President, Unilever Bestfoods

"If you set your strategy at lower levels of the business, you can more effectively compete and grow-and fend off unexpected rivals. *Rebuilding the Corporate Genome* shows that once you look through capability lenses, new horizons and new possibilities suddenly come into focus."

—Jan Oosterveld, Member, Group Management Committee, Royal Philips Electronics

"This book is a compelling and prescient look at the future of the modern corporation. While the 'corporate genome project' may be a work in progress, the authors take important steps towards the goal of understanding how corporations really work, and how capability-based corporations will emerge as the organizations of tomorrow. Read this book carefully, because this is as close as you will get to a key for unlocking innovation and value in your industry."

—Mohanbir Sawhney, McCormick Tribune Professor of Technology and Director, Center for Research in Technology & Innovation, Northwestern University, Kellogg School of Management

"*Rebuilding the Corporate Genome* reveals the future before it arrives. The authors masterfully extrapolate from a set of current trends to paint a picture of how businesses and strategies will evolve. The book is a must-read for anyone charged with charting the direction of a business in these turbulent times."

—Toby E. Stuart, Fred G. Steingraber-A.T. Kearney Professor of Organizations and Strategy, University of Chicago, Graduate School of Business

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