

Montreal, Canada

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To whom it may concern

Subject: The Thinking Corporation

I read with interest the excellent book written by David Froom on The Thinking Corporation. Froom is an experienced consultant who knows about organizations and their practices. The aim of his book is to explain the thinking behind the activity systems of corporations. This is one of the difficult aspects of organizations: the whys, whats and hows of their operations. Froom's contribution is a much-needed approach in making organizations more flexible and more creative, and a powerful means of not only helping current practitioners but also preparing future practitioners to exercise their roles as organizational leaders.

I recommend this book and support any request for assistance in further developing this type of approach.

Sincerely



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