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Preventing Corporate Fiascos: A Systemic Approach

Thang Nhut Nguyen

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The lasting effects of corporate fiascos on business and the economy have spurred investigations, panel discussions, and research in an attempt to find out why these events happen and ways to prevent them. Through case studies and analysis of bankruptcy and institutional collapse, *Preventing Corporate Fiascos* examines the root cause of these disasters and offers a management exceptions system that diagnoses potential failure from the start.

Dr. Nguyen's unique framework is inspired by the biological spectrum, using cancer and disease as a metaphor for prevention and destruction. He uses a proven management repertory grid technique to evaluate aberrant and emotionally-charged decisions which could bring an institution to collapse. By recognizing the institution, its employees, the market and the economy as components of the biological spectrum, we can identify aggravating failure and disease and begin to take effective steps toward prevention.<

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