TABLE OF CONTENTS

	Preface XI	
1.	CHANGING BUSINESS CONDITIONS	1
	1.1 Harsh Economic Conditions 2	
	1.2 The Escalating Competition 3	
	1.3 The Changing Consumer 3	
	1.4 Societal Expectations 5	
	Summary 6	
	Notes 6	
	Appendix: Business Risks in Foreign Countries 8	
2.	HOW TO STAY COMPETITIVE	19
	2.1 Streamlining Operations 20	
	2.2 The Innovative Spirit 21	
	2.3 Skilled Human Resources 22	

2.4 Low Profit Margins 35			
2.5 Credit Facilities 35			
2.6 Customer Orientation 36			
2.7 Good Customer Relations 36			
2.8 Public Relations Mastery 46			
2.9 Simplified Product Designs 51			
2.10 Sourcing Cheaper Inputs 53			
2.11 Sound Social Programmes 53			
Summary 54			
Notes 55			
INVESTMENT IN TECHNOLOGY	57		
3.1 What is Technology? 58			
3.2 Importance of Technology 58			
3.3 Technological Growth 59			
3.4 Technology Assessment 72			

3.

	3.5 Technology and Ethics 73	
	Summary 74	
	Notes 75	
	Appendix: Overcoming Technological Backwardness 79	
4.	LABOUR-MANAGEMENT RELATIONS	83
	4.1 Labour Unions 84	
	4.2 Union-Management Relations 85	
	4.3 Work Stoppages 87	
	4.4 Mitigating Work Stoppages 92	
	Summary 97	
	Notes 97	
5.	BUSINESS VERSUS PLEASURE	99
	5.1 Time Consciousness 100	

5.2 Financial Discipline 104

5.3 Undivided Commitment 105	
5.4 Health Consciousness 106	
Summary 109	
Notes 109	
THE ROLE OF GOVERNMENTS	110
6.1 Business Inducements 111	
6.2 An Enabling Environment 112	
6.3 Keeping Politics Out of Business 113	
6.4 Keeping Religion Out of Politics 115	
6.5 Pricing and Investment Freedom 119	
6.6 Antitrust Legislation 120	
6.7 Streamlined Government 121	
Summary 124	
Notes 125	

6.

7.	A SUMMING UP	128
	7.1 The Themes Explored 129	
	7.2 A Final Word 132	
	Notes 132	
Glo	ssary of Terms	134
Sel	ected Bibliography	163
Naı	me and Subject Index	169