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Arie de Geus, a former

executive at the Royal Dutch/Shell Group, is now a visiting fellow at London Business School. His articles have been published by the Harvard Business Review and the Royal Society of Arts, London; he also wrote a book, *The Living Company* (Harvard Business School Press, 1997). W

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Arie de Geus has been a Visiting Fellow at London Business School and adviser to many governments and private institutions. In 1997 he published a book entitled "The Living Company: Habits for Survival in a Turbulent Business Environment", which has been translated into more

than twenty languages, has been widely praised and has received a number of awards.

The Living Company - Harvard Business Review

The Living Company:
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Turbulent Business
Environment by Arie de
Geus (215 Pages, Harvard
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Arie de Geus (born 1930, died 2019)was a Dutch business executive and business theorist, who was the head of Royal_Dutch_Shell's Strategic Planning Group and is a public speaker.

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