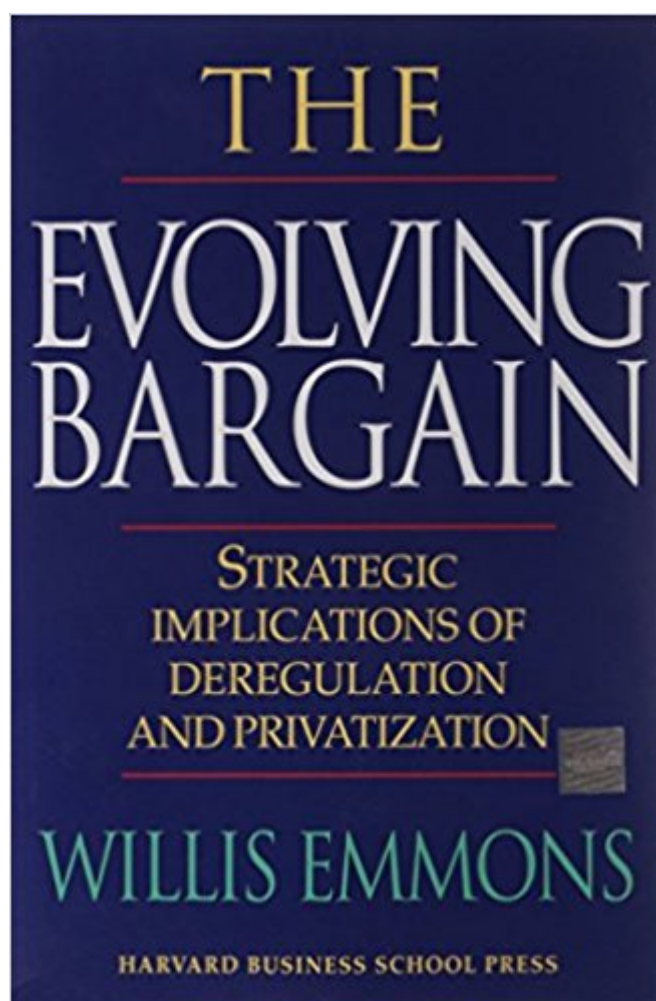


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The Evolving Bargain: Strategic Implications Of Deregulation And Privatization



Synopsis

"The Evolving Bargain" explores the impact of deregulation and privatization on company strategy in industries worldwide, and shows how these dynamic processes shape the critical evolving relationship, or bargain, between governments and affected enterprises. Drawing from extensive research and global case studies, the author details the factors that influence a firm's strategic options and performance outcomes within its own evolving bargain, and provides managers with a practical framework for competing successfully in this complex new environment.

Book Information

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"...offers a scholarly but well-written examination of a key challenge that corporate managers face in unlocking and sustaining value." -- Financial Executive, January/February 2001
"Several of the cases although presented at a professional level, read with the excitement of a novel." -- Business Economics, October 2000

Willis Emmons is currently an Associate Professor at Georgetown University, McDonough School of Business. A member of the Harvard Business School faculty for over a decade, Emmons also consults to a wide range of private and public sector organizations.

"The Evolving Bargain" illustrates through vivid examples that when deregulation takes effect in an industry, it's not like an on/off light switch: total government control vs. no government control.

Rather, it's more like a dimmer switch with the level of government participation linked to a number of factors, including the essentialness of the service. A company can lower the dimmer switch by satisfying what often is a broad range of constituencies. To accomplish this may mean building a management team of diverse backgrounds. "Evolving Bargain" states the case that public and government relations may be as important business functions as marketing, sales, and operations, especially in the crucial first years of deregulation.

I highly recommend this book to anyone experiencing the effects of deregulation. Living in California, deregulation graces our newspapers daily--many times with a one-sided view. But this book takes a difficult subject and explains the implications of deregulation clearly and concisely. The author not only addresses deregulation in the utilities industries, but he talks about telecommunications and airlines as well. With historical data and rich examples of companies worldwide, *The Evolving Bargain* is a wonderful and interesting read.

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