

AmazonNCMReview

5.0 out of 5 stars **Unique and exciting approach to corporate responsibility**, 11 Dec 2012

By

qlfobs - [See all my reviews](#)

This review is from: Natural Corporate Management: From the Big Bang to Wall Street (Paperback)

On first glance, this book's contents page looks like a philosophy textbook or even a science book...but don't let that put you off! Persevere and you will be convinced and enlightened!! Although this work tackles huge scientific issues, such as Darwin's theory of evolution, human nature, Nature vs Nurture, and even genetics, I found this book incredibly easy to follow due to its clear structure, helped along by the crucial chapter summaries in the 'pivotal points' sections. Despite dealing with what may seem intimidatingly vast topics, I found Frederick's style relatively light hearted and he even includes some puns (a rarity for these sorts of books!) which I imagine would engage all levels of reader from student to manager. Without trying to sound over the top, this book thinks about management so creatively it genuinely places all other management books in its shadow. This exciting work has rewritten the rule book and I am entirely convinced... Read it, and hopefully you too will experience it!