LINO F. CICERI

THE

MANAGER

MANAGEMENT TOOLS

AND THE INVERSE EXPONENTIAL LAW

(Back cover)

***Professor Ciceri, an Italian, has produced a provocative treatise that is worthy of Galileo and other great thinkers and places their discoveries in the real world of human organizations, to see whether science can contribute to making a manager’s job any easier in the competitive marketplace. To my knowledge, this is a pioneering idea. In brief, just as the chemist Primo Levi turned to literature, the chemist Lino Ciceri uses the laws of the universe on the manager. I am reminded of the firm Fazioli Pianoforte who changed the piano in the 20th century. Fazioli applied the principles of acoustic engineering and physics to the business of constructing handcrafted pianos that produce beautiful music all over the world. The author goes one step further: he applies hard science to the soft art of management. The results, as you might expect, are eye-opening.***

**Jeffrey M. Goldberg** Professor of Strategic Management, Link Campus University

(Spine)

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