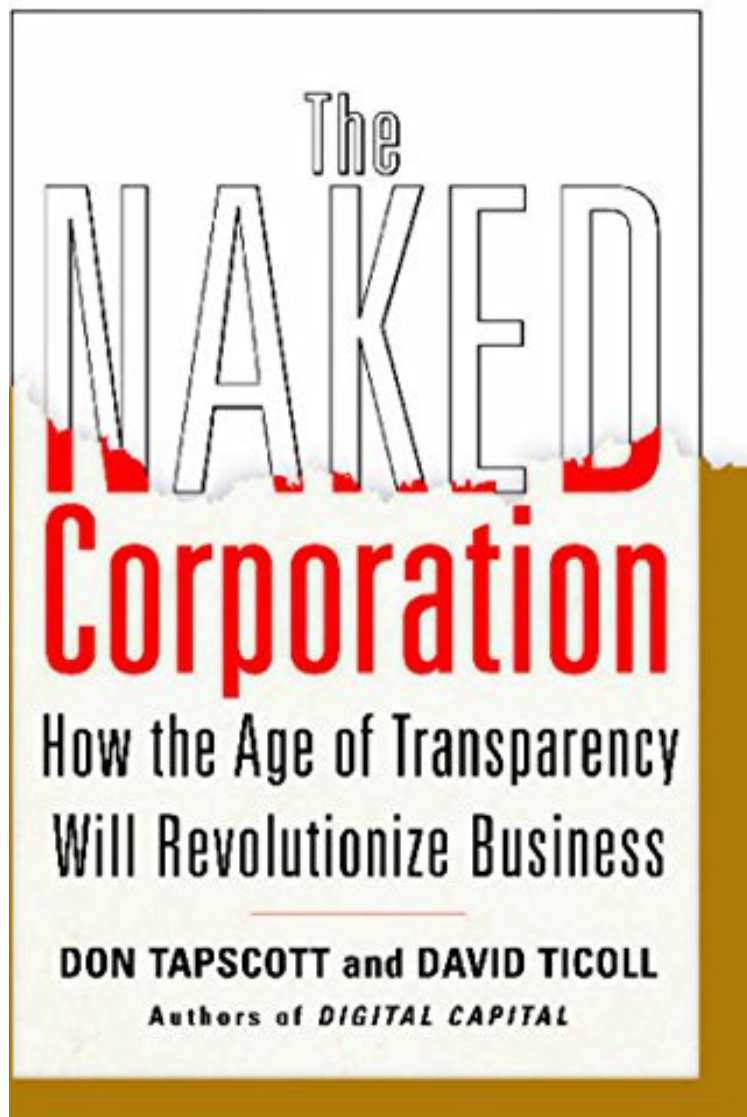


[FREE] The Naked Corporation: How the Age of Transparency Will Revolutionize Business

## The Naked Corporation: How the Age of Transparency Will Revolutionize Business

*Don Tapscott, David Ticoll*  
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**Don Tapscott, David Ticoll : The Naked Corporation: How the Age of Transparency Will Revolutionize Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Naked Corporation: How the Age of Transparency Will Revolutionize Business:

0 of 0 people found the following review helpful. SOX and TransparencyBy Jim EstillThis is from my blog (which is why it is written this way)On the Flight to Fremont, I read "The Naked Corporation - How the age of transparency will

revolutionize business". You likely think I must have issues since I always read about "naked" (Like "Naked Conversations") but don't worry - its not like that. In this age of Search Engine Optimization, I wonder if the authors thought they might get more hits but that is another topic. The Naked Corporation talks about the transparency needed in today's post Enron, post Worldcom environment. The basic thesis of the book is that this transparency is good. I agree. It talks about the benefits to the company for being transparent and how it saves money and builds support for the company. If I have a counter view, it is not to transparency it is to Sarbanes Oxley (SOX) which attempts to legislate ethics and in doing so imparts a huge cost and overhead which ironically might hurt the very shareholders they seek to protect. In some cases, SOX is like buying a safe for \$1000 to protect \$500 worth of valuables. The book actually did make the point that often companies are not transparent because the law requires them to complicate things. Just look at the filings and annual reports of many companies. Warren Buffet says "you should be able to understand the financial statements of a company in a few minutes". One part of the book I found interesting was the story of poor ethics and no transparency at Chiquita Bananas. Fortunately, they have moved to high transparency and appear to have mended their ways. (Fortunate because I like bananas). One quote which I love (and will use) is by Warren Buffet "If you lose dollars for the firm by bad decisions, I will be very understanding. If you lose reputation for the firm, I will be ruthless." I have believed for a long time the reputation is far more important than money. I like many of Warren Buffets' philosophies and in an article some years ago, EMJ was cited as being a perfect Warren Buffet company. I am not sure when it comes to ethics though that selling sugar water (Coke - one of Warren Buffets' companies) would count as good ethics. So as with everything, I need to filter what I like about someone from what I do not. Learn from the good.

5 of 5 people found the following review helpful. This is a great book  
By Will Rodriguez  
This is a very good book which has opened my eyes into looking for companies that are honest and transparent with their customers, shareholders and employees. This book calls companies to stop hiding behind secrets that destroy corporations (Enron and others) and start being transparent, by providing information to your customers, shareholders and employees. Companies need to show that they are responsible to the environment, to their stakeholders and other corporations. This book is calling companies to be ethical in their daily transactions and gives example after example of corporations who have fallen because they tried to hide the truth. This book shows that we need strong ethical people to run today's corporations and we as investors need to reward companies who are starting to become transparent. At the same time we need to punish companies who are not taking responsibility for their actions and wrong doings. This book also points out that most investors are blind with their investments and don't even realize what their largest investment is invested in (for most people their largest investment is their pension plan, and I admit I don't know what mine is invested in). This is a very good book and has opened my eyes to at least see what's going on out there and provided me with the tools to do some research and make sure I reward companies that are making an effort to save our environment and be honest with employee's, investors, stakeholders, and customers. The one question I have is are we raising a generation that will be able to have the qualities needed to run the corporations of tomorrow... Great book...

1 of 1 people found the following review helpful. The Best Policeman is the Street Light  
By Kindle Customer  
Louis Brandeis had it right. Openness and light are the answer to many of the world's problems. The present corporate environment is one of shame. We are told, for example, the particular executives must disclose fully all elements of their compensation in proxy statements; then, we find out in divorce hearings that substantial and significant items are omitted. This is not a matter of vast significance in itself. What is important is what it tells the world. Notwithstanding the clear intent of regulatory statutes, responsible people with responsible professional advisors only disclose what they want to disclose. One has to wonder how this inclination affects information about other aspects of the impact of corporations on to society. The various communications revolutions - computer, internet, email - now make it possible to disclose information to all relevant persons virtually without cost. We should insist that this be the guiding principle of corporation functioning - disclose, even those items where cost to the corporation in the form of tightened regulations may be involved. Long term value will be enhanced for corporations that can be trusted by the public - trusted to tell the full story short of judicial proceedings. This book opens up a new and important aspect of modern life.

Welcome to the world of the naked corporation. Transparency is revolutionizing every aspect of our economy and its industries and forcing firms to rethink their fundamental values. We are in an extraordinary age where businesses must make themselves clearly visible to shareholders, customers, employees, partners, and society. Financial data, employee grievances, internal memos, environmental disasters, product weaknesses, international protests, scandals and policies, good news and bad; all can be seen by anyone who knows where to look. Don Tapscott, bestselling author and one of the most sought after strategists and speakers in the business world, is famous for seeing into the future and pointing out both its forest and its trees. David Ticoll, visionary researcher, columnist, and consultant, has identified countless breakthrough trends at the intersection of technology and business strategy. These two longtime collaborators now offer a brilliant guide to the new age of openness. In *The Naked Corporation*, they explain how the new transparency has caused a power shift toward customers, employees, shareholders, and other stakeholders; how and where information has exploded; and how corporations across many industries have seized on transparency not as

a challenge but as an opportunity. Drawing on such examples as Shell Oil's reinvention of itself as an environmentally focused business, to Johnson Johnson's longstanding and carefully nurtured reputation as a company worthy of trust—as well as little-known examples from pharmaceuticals, insurance, high technology, and financial services—Tapscott and Ticoll offer invaluable advice on how to lead the new age, rather than simply react to it. *The Naked Corporation* is a book for managers, employees, investors, customers, and anyone who cares about the future of the corporation and society.