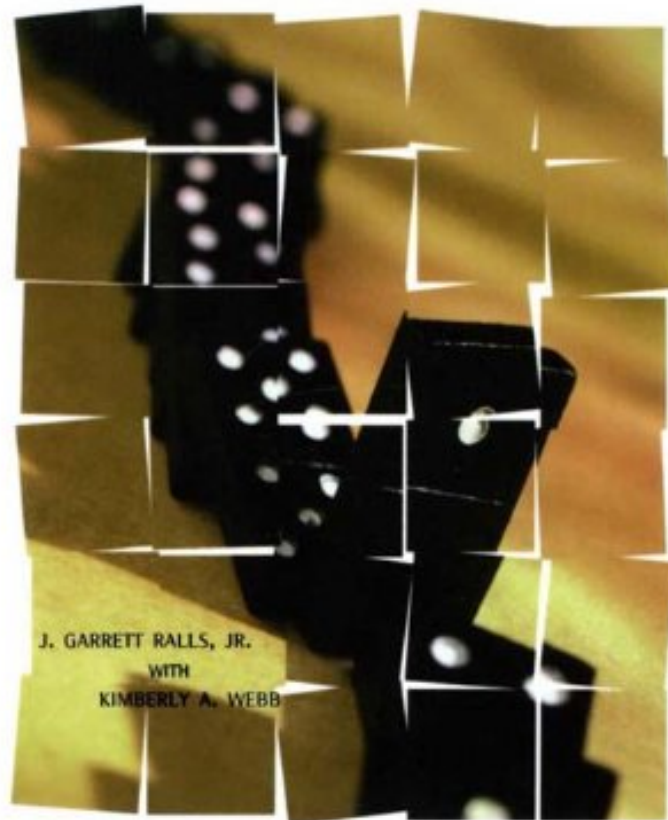


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## The Nature of Chaos in Business

*Kiberley A. Webb, J. Garrett Ralls Jr.*  
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### THE NATURE OF CHAOS IN BUSINESS

USING COMPLEXITY TO FOSTER SUCCESSFUL ALLIANCES AND ACQUISITIONS

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**Kiberley A. Webb, J. Garrett Ralls Jr. : The Nature of Chaos in Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Nature of Chaos in Business:

3 of 3 people found the following review helpful. Very Disappointing By J. Michael GallipolI awaited the arrival of this book with great anticipation, but was extremely disappointed by the actual product. The authors are consultants and it shows. The book is filled with a lot of nice buzz words which don't really say much of anything. My impression is that while their actual presentations to clients are probably useful, they tried to make this book so generally applicable as to render it largely useless. This is one of the first books that I have read in a long time that never inspired that "aha"

moment... when you say... wow, I'd never thought of that before. I slogged my way through the entire book hoping that I might find that moment. Instead you get such amazing insights as listen to your employees and manage interpersonal relationships. In addition, the authors spend a lot of time talking about Chaos and Complexity without really telling you much about how to use those concepts. For those interested in complexity and chaos and the work of the Santa Fe Institute I would suggest you skip this book and instead go for James Gleick's "Chaos" or Mitchell Waldrop's "Complexity" - a much better investment of your time and effort.

Market globalization is changing the way companies do business. It is now necessary for businesses to use mergers, joint ventures, and research consortia if they want to stay competitive and increase returns. The problem is that venturing into such partnerships has a substantial failure rate. In many cases, failure is due to poor preparation, inability to manage conflict, and simply being overwhelmed by the complexity of the partnership issues. The Nature of Chaos in Business offers answers to why such partnerships fail and how successful partnerships can be fostered through the complexity and supposed chaos of the situation. Based on models of complexity formulated and studied at the esteemed Santa Fe Institute, this guide demonstrates how complexity in business, as in nature, eventually falls into patterns. Through the recognition and use of these patterns, today's businesses can leverage each other's strengths into powerful alliances. The Nature of Chaos in Business is a fascinating, cutting-edge treatise on the application of complexity theory in business. The "war stories" throughout the book offer insight and wisdom from the real-life experiences of some of the world's largest, high-profile corporations and individuals.

About the Author J. Garrett Ralls is an international consultant specializing in managing complexity for effective partnering. He is a principal in an investment advisory firm guiding domestic and foreign joint ventures. His clients include many multinationals and governments. Kimberly A. Webb is a consulting associate for Ralls Associates. Her experience includes assignments with the US government, and other assignments in the US, Canada, and Europe.