



The Breakdown of Hierarchy (Butterworth-Heinemann Business Books... for Transforming Business)

Eugene Marlow, Patricia O' Connor Wilson, Helen Marlow

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The Breakdown of Hierarchy explores the changes that have taken place in the second half of the 20th century and how organizations of all sizes can harness electronic media to open the lines of dialogue and corporate conversation. Never before published case studies of Honeywell, Motorola and Raychem are discussed.

Eugene Marlow has been involved with the strategic application of print and electronic media for over 25 years. He has consulted to dozens of organizations in the media, technology, healthcare, consumer products, and non-profit sectors. Dr. Marlow teaches graduate and undergraduate courses in electronic journalism and business communications at Bernard M. Baruch College (City University of New York).

Patricia O'Connor Wilson works for the Center for Creative Leadership (CCL), an international non-profit educational institution devoted to behavioral science research, executive development, and leadership education. Based in Greensboro, North Carolina, the Center also has educational facilities and network associates throughout the world. Ms. Wilson has also conducted research in the areas of managerial effectiveness, self-efficacy and entrepreneurialism.

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