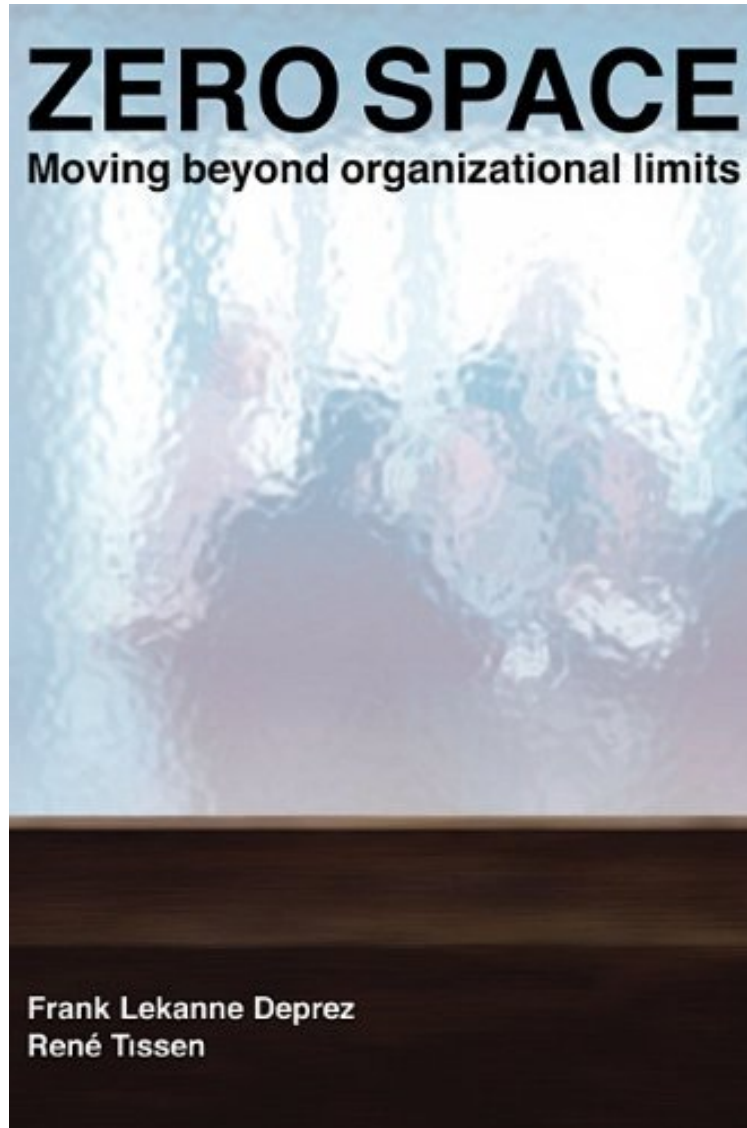


## Zero Space: Moving Beyond Organizational Limits

*Frank Lekanne Deprez, Rene L. Tissen*

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**Frank Lekanne Deprez, Rene L. Tissen : Zero Space: Moving Beyond Organizational Limits** before purchasing it in order to gage whether or not it would be worth my time, and all praised Zero Space: Moving Beyond Organizational Limits:

1 of 1 people found the following review helpful. Balanced read on shifting business models of instant gratification and knowledge technology capital By Anno Domini Written in 2002, so it brings relevance to the world of instant gratification that we live in today. The main point that I found superb is that businesses have to consider that the business and the game has changed. This age is about demand and then supply - a game changer if you really think about it. The authors mention that nobody can own knowledge, which is really very interesting, but that companies can

exploit it as a human or organizational capital. Knowledge is transferable, but also contains its own value and is maintained by those who have it. The point that I remember most is this, "A company whose core competence is manufacturing doors is less likely to succeed than a competitor that sees its competence as 'entrance technology'" (p. 23). There is a great intro to mid flow in the writing, but then it teeters off into somewhat boring and uninspiring rant towards the end. The relevant data presented in this book is that quantum-level manifestation in business models are what will contribute to the continued existence of companies who adapt and adopt will survive. Those that don't will cease and die. Zero-space is about making the connection to having a seamless and instantaneous ability to provide whatever, but not whenever, since consumers want it now!<sup>2 of 2</sup> people found the following review helpful. Zero Space rates "Zero" By W B Johnson I rate the book as "Zero." In "Zero Space" that is the highest rating! Authors address organizational change in a knowledge-based economy. Their short stories and analogies make the book fun to read. Examples include the comparison of Zero-thinking companies to a maneuverable and highly adaptable "Tugboat" rather than a large ship. They talk of the value of communication and value of sharing information with the concise sentence "Two friends meet for a drink." The knowledge sharing, over a drink, leaves both men richer and no man poorer. This is an excellent story and representative of the superb readability of the book. Easy and fun to read does not translate into "Easy to understand." This reader needed two passes to begin to appreciate the "Zero Space" concept and. Some of the concepts are abstract and require the reader to think in unconventional terms. Fortunately the authors offer Eight Key Features" associated with the "Zero" thinking. For example, "Zero Learning Lag" talks about training in today's businesses. The chapter is less abstract than others and presents a very good case for integration of learning with job activity in which the two become indistinguishable. Lastly, the authors quote much of modern business literature thus offering the reader additional ways to explore the "Zero" concepts or merely to link to alternative ideas.<sup>0 of 3</sup> people found the following review helpful. Zero Space Nearly Zero Value By Randall L. Scheel How does one summarize a book that is impossible to understand? Simply stated, this frustrating read crumbles under the weight of its own foolishness. For example: The reader is is advised not to share knowledge indiscriminately. But to get to "zero space" (whatever that is) one is encouraged to do just that. But, later, we are told it's OK to share all knowledge because competitive advantage is only gained by someone acting on that knowledge. Are they overlooking the fact that in order to act on something, one must first have that knowledge? Whoops. The authors arrogantly state, "Human resource management is out and people relationship is in." This is cute but not substantiated. The trend toward operational standardization is well appreciated, but then to leap to the assumption that this means the knowledge worker is a myth is dubious. And, again, unsubstantiated. The first "concrete" step we are to take on this voyage to zero space is to become zero-minded, to empty our minds of preconceptions, and to allow it to move freely where it may never have gone before. The authors have evidently followed their own advice.

What would happen if you could achieve business success without owning any assets, but could simply enjoy the benefits of them? What if companies were able to react instantly to changing circumstances by operating in negative time? What if you didn't need management to run your business? Zero Space defines a business model in which an organization achieves success without owning assets or needing management. In a zero space organization, knowledge is the only true currency and people are the business's assets and its investors in future success. Through eight new organizational principles the authors illustrate how "zero-mindedness" is essential for the new economy. Just as organizations will have to exist in less tangible, less prescribed forms, so will thinking have to become less departmentalized, less closely guarded. This new open-mindedness or "zero mind-set" targets knowledge so that an organization applies it when and where it is really needed. The authors--two top executives at one of the "big five" accounting and consulting firms--show how to create a zero-space organization: a value-adding, quick-reacting, non-centralized, non-standardized, innovation-generating workplace for dedicated talent.

.com Zero Space, by Frank Lekanne Deprez and Reneacute; Tissen, is both a thought-provoking argument for truly open organizations--occupying the ephemeral region of their title--and a practical manual for developing them. Lekanne Deprez and Tissen, Amsterdam-based consultants who have separately and together written five previous books, are certainly not the first to suggest that intangibles like knowledge are far more relevant today than tangibles like machinery in the creation of corporate value. They do, though, give fresh insight into the type of company that successfully incorporates these 21st-century assets, and they propose a feasible framework others can use to tear away from traditional, but counterproductive, thinking and create the "all brain, no body" organization that truly meets ongoing challenges. In part 1, the authors discuss why their defining concept of "zero-mindedness" has become so critical. In part 2, they examine it in contexts that corporations will actually confront, such as time (dealing with sped-up consumer demands and business relationships), technology (making it so ubiquitous it is taken for granted), and alliances (forging the proper ones with customers, suppliers, and even competitors). In the final part, Lekanne Deprez and Tissen leave the theorizing behind to offer concrete suggestions for utilizing their ideas in the real world. -- Howard Rothman About the Author Frank Lekanne Deprez is a senior consultant at KPMG Knowledge Advisory Services. Rene Tissen is managing director of KPMG Knowledge Advisory Services and part-time professor of

