

# CONTENTS

## **PART I – EVOLUTION AND SOCIAL DARWINISM**

- Enterprise Evolution: Charles Darwin's Legacy? p. 6
- From Evolution to Co-Evolution p. 17
- The Music Industry Case Study p. 24

## **PART II – ENTERPRISES AND NATURAL SELECTION**

- The First Years of Life p. 33
- The «Liability of Newness» p. 38
- The Facebook Case Study p. 48

## **PART III – ENTERPRISES AND COMPETITIVE SELECTION**

- On Competition p. 56
- Models of Enterprise Evolution p. 61
- The ENI Group Case Study p. 77

## **PART IV – CRISIS AND RESTRUCTURING OF ENTERPRISES**

- Corporate Crises as Ineffective Adaptations p. 83
- Boards of Directors and Turnaround Management p. 88
- The Fiat Group Automobiles Case Study p. 98

## **PART V – STRATEGIC DECISION MAKING**

- Bounded Rationality and Self-Reinforcing p. 108
- The Personality Factor p. 115
- The Higher Education Industry Case Study p. 126

- REFERENCES** p. 132