



# The New Pioneers: The Men and Women Who Are Transforming the Workplace and Marketplace

*Thomas Petzinger*

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## **The New Pioneers: The Men and Women Who Are Transforming the Workplace and Marketplace**

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*The New Pioneers* introduces the entrepreneurs who are revolutionizing the way America does business -- from bankers to bakers, weavers to Web designers, manufacturers to medical researchers. In dozens of entertaining case histories and personal profiles, Thomas Petzinger shows that old-fashioned corporations are losing out to innovators engaged in creating collaborative workplaces, a value-added marketplace, and an economy overflowing with opportunity. Through compelling storytelling and incisive analysis, he illuminates how and why:

1. Technology is replacing economies of scale with economies of scope and locality
2. Today's entrepreneurs are redefining the meaning of "niche"
3. Radical compensation and motivation strategies are establishing a new kind of workforce
4. The family firm can serve as a model for all business
5. The new business ethos signals a return to fundamental values

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