



# Atomic: Reforming the Business Landscape into the New Structures of Tomorrow

*Roger Camrass, Martin Farncombe*

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In *Atomic* the authors' revolutionary theory is put to the test. Looking across all sectors of business, including retail banking, financial services, telecommunications, IT and consultancy, carbon-based corporations (oil and gas companies), and consumer products companies, Camrass and Farncombe discover some real eye-openers, including how truly more efficient these industries become by a change in corporate structure.

The implications for individuals are equally profound and far-reaching. It might take a decade, but it will happen, and nothing will be the same again. Welcome to the Atomic Corporation.

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