



Blueprint for a Crooked House: Reflective Analysis and Synthesis of the Factors That Caused the Collapse of a \$10 Billion Global Joint Venture Between AT&T and British Telecom. A Case Study

Jide B. Odubiyi

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See how cultural clashes (e.g. European vs. American leadership styles) can negatively impact implementation of a global joint venture

Learn how to apply the socio-technical systems theory that addresses the people/technical aspects of organizational change management

Understand how the people who implement mergers affect the global economy and why, like most married couples, they underestimate the level of effort required to succeed

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