

# **The Fourth Wave: Business In The 21st Century By Herman Bryant Maynard**

**By Herman Bryant Maynard**

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BOOK REVIEWS *The Fourth Wave: Business in the 21st Century*, by Herman Bryant Maynard, Jr. and Susan E. Mehrtens. San Francisco: Berrett-Koehler, 1993, 217 pp., \$18.95.

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and The Fourth Wave: Business in the 21st Century by (Maynard and Mehrtens, 1993 In future issues of the Journal of Organizational Change Management, we

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Maynard Jr., Herman Bryant | Mehrtens, The shift to a leadership role for business in this Fourth Wave can be made through "thinking globally while acting locally."

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4 Fourth-wave economic development. 4.1 Sustainable Local Economic Development This method of business attraction was first used in the United States in the 1930s