



Beyond Tribalism: Managing Identities in a Diverse World (IE Business Publishing)

Celia de Anca

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In the past, neo-tribalism in a Western context has been feared as leading to blindness or irrationality. In today's business world, tribalism represents a conscious separation of the individual ego for the good of the community. This is the key to understanding the success of the most innovative businesses in the 21st century.

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