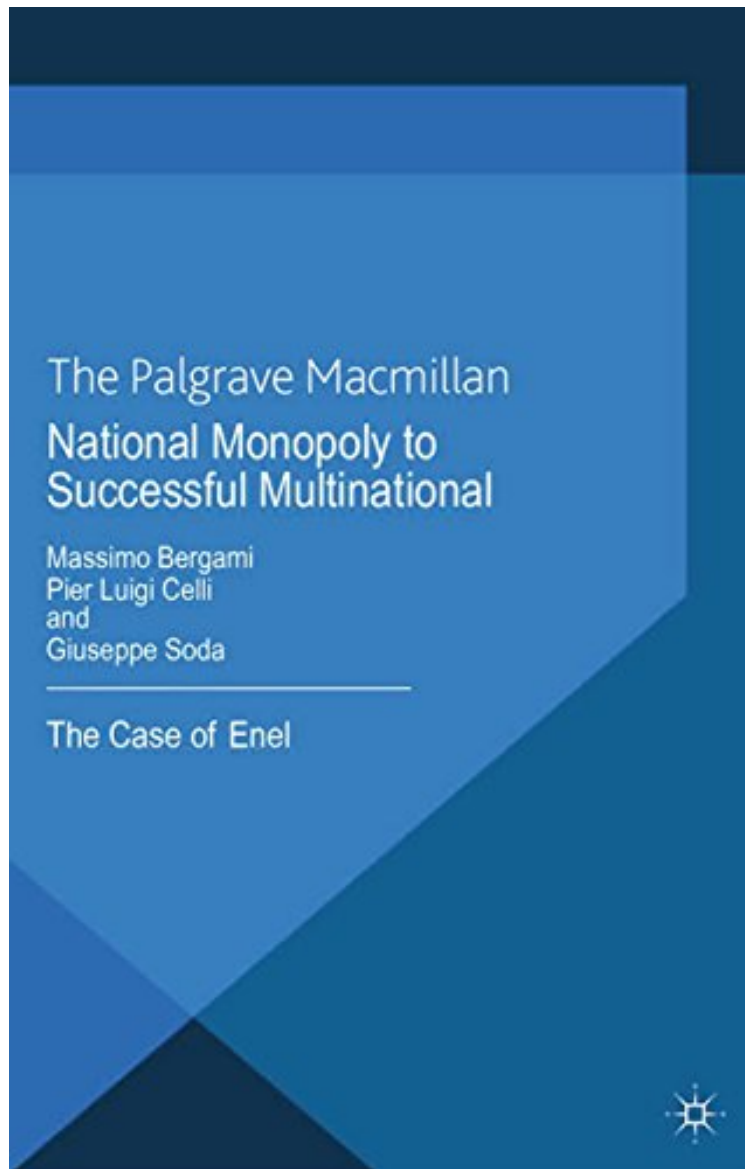


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National Monopoly to Successful Multinational: the case of Enel

Massimo Bergami, Pier Luigi Celli, Giuseppe Soda
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Massimo Bergami, Pier Luigi Celli, Giuseppe Soda : National Monopoly to Successful Multinational: the case of Enel before purchasing it in order to gauge whether or not it would be worth my time, and all praised National Monopoly to Successful Multinational: the case of Enel:

Using the Enel case, this volume unpacks the effective implementation of an ambidextrous perspective on adaptation and change, providing some key lessons for managers and scholars. It begins by exploring Enel's recent history, before

mapping the steps of a remarkable transition from public monopolist to a successful transnational group.

About the Author GIUSEPPE SODA is Professor of Organization Theory and Network Analysis in the Department of Management and Technology at Bocconi University and Director of the Claudio Dematteacute; Research Division at SDA Bocconi School of Management, Italy. He has published a number of academic articles in journals such as Administrative Science Quarterly, Organization Science, Academy of Management Journal, Strategic Management Journal, Strategic Organization, Advances in Strategic Management, Organization Studies, British Journal of Management and in many books. He is member of the Editorial Board for Organization Science and Strategic Organization and of the Research Committee of OMT Division at the Academy of Management. MASSIMO BERGAMI is Full Professor of Organizational Behavior in the Department of Management and Dean of Alma Graduate School at the University of Bologna (Italy), since it was established in 2000. He is also a non Executive Director of Ducati Motor Holding, Universitagrave; della Tuscia and Previlabor. He is a member of the Italian Cinema Commission (Ministry of Culture) and of the Advisory Board of the Fullbright Best. He has recently been appointed Chair of the Emba Consortium for Global Business Innovation and has been involved in several projects on academic innovation, including the StartCup Business Plan Competition (Managing Director), Almacube (Director), and the Partnership for Growth Program of the US Embassy in Italy. He has published several articles and books. PIERLUIGI CELLI is Managing Director and Chief Executive Officer at LUISS 'Guido Carli' University, Rome, Italy. He graduated in Sociology at the University of Trento and gained considerable experience as a HR executive across a number of Italian companies (Enel, Rai, Unicredit, Olivetti and Eni). He currently serves on the boards of Illy, Unipol, BAT and Demoskopea. He is the author of many books published by major publishing houses, as well as numerous essays and articles. He was previously Professor of Industrial Organisation at the Faculty of Political Science and Cagliari and at the Faculty of Economics and Business at LUISS. He was also Professor of Cultural Institutions at the Universitagrave; Cattolica del Sacro Cuore in Milan. He is currently a member of the Board of Directors of British American Tobacco, Illy Caffè, Unipol and Demoskopea and sits on the Board of Hera SpA, Messaggerie Libri and BT Italy.