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Readings

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Business is being transformed into a nudist colony by the information explosion. So say management pundits Don Tapscott and David Ticoll in their new book, **The Naked Corporation** (Free Press). They argue that in an era when computers and the Internet create unprecedented access to information, smart companies will have to "undress for success," revealing more about their operations to win trust from customers, partners, employees and shareholders. Cynics dismiss this as naive -- particularly the idea that firms should cooperate with anti-business activists. But the book offers enough examples of Web-based corporate vigilantism to make this an intriguing proposition.

-- Leslie Walker