**Title:** The Fractal Organization

**Published:**08/28/2015 @ 1:01 AM Eastern Time (UTC -04:00)

**Author:** Pravir Malik

I am glad to announce my new book The Fractal Organization that has just been released here in the US. I hope there will be some in this community who would find it interesting.

In his Foreword Dean Jain writes:

'This is a different kind of business leadership book.

It is, in some sense, a book about archeology and architecture on a cosmic and commercial scale. It’s informed by the author’s extensive experience as a global consultant, but it is equally inspired by his profound desire to examine the metaphysical subtleties of the world—and, indeed, the universe. This is a book that explores what might be called “the wholeness of the parts” in an effort to demonstrate the significance of patterns—specifically, fractal patterns—in our lives...'

From the Introduction to the book:

'Connecting Inner Power with Global Change: The Fractal ladder (Malik, Sage Publications, 2009) proposed a meta-theory for progressive organizational design and dynamics. In this theory all instances of organization, from the smallest, such as an idea or a person, to the largest, such as global markets and planet earth herself, are fractals: the essence of their way of being is repeated on scales both smaller and larger than themselves. There is however, a particular class of fractals, that of progress, of which The Fractal Ladder is an ever-

present manifestation, which spawns organizations that are truly progressive and sustainable in nature. In the scheme of things this class of fractals is of critical importance, and to master its replication and to fully understand the impact it will have in creating sustainable and dynamic organizations is a practical necessity. The Fractal Organization: Creating Enterprises of Tomorrow will do precisely this.

The Fractal Organization: Creating Enterprises of Tomorrow will first review the theory of the fractal organization. In this theory it becomes apparent how the largest, most strategic plays have to be architected from the smallest, assumption, perception and behavior based plays. Further it becomes apparent that only a high degree of personal awareness such that these smallest plays can shift as per the fractal for progress will create sustainable enterprises. These insights are weaved together in Part 1 – the theory. In Part 2 – Exercises, the individual, and the organization have a chance to practice the important shifts and reinforce the concepts that will lead to the enterprise of tomorrow. In Part 3 – Reflections, some practical analytics using the framework presented in Part 1 is used to reinterpret many practical organizational and system problems, hence giving a further practical aspect to building the enterprise of tomorrow.'

The book is available on Amazon in the USA: http://www.amazon.com/The-Fractal-Organization-Creating-Enterprises/dp/9351502449

And on Sage in the UK: https://uk.sagepub.com/en-gb/eur/the-fractal-organization/book245901