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Arie de Geus, a former executive at the Royal Dutch/Shell Group, is now a visiting fellow at London Business School. His articles have been published by the Harvard Business Review and the Royal Society of Arts, London; he also wrote a book, The Living Company (Harvard Business School Press, 1997). W

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Arie de Geus challenges this conception of business in this book, The Living Company. Arie de Geus was a long-time senior executive of Royal Dutch/Shell and retired as Head of Corporate Planning. While at Shell, he was asked by the then CEO to study long-lived companies and report on what--if anything--accounted for the longevity and success of these companies.

"The Living Company" by Arie de Geus - strategy+business

Arie de Geus has been a Visiting Fellow at London Business School and adviser to many governments and private institutions. In 1997 he published a book entitled "The Living Company: Habits for Survival in a Turbulent Business Environment", which has been translated into more than twenty languages, has been widely praised and has received a number of awards.

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Arie de Geus (born 1930, died 2019)was a Dutch business executive and business theorist, who was the head of Royal_Dutch_Shell's Strategic Planning Group and is a public speaker. Life and ... "The Living Company" Nicholas Brealey, London (1997) Articles, a selection:

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