



PART I

Introduction

As conflict—difference—is here in the world, as we cannot avoid it, we should, I think, use it. Instead of condemning it, we should set it to work for us. ...The transmission of power by belts depends on friction between the belt and the pulley. All polishing is done by friction. The music of the violin we get by friction.... So in business, too, we have to know when to try to eliminate friction and when to try to capitalize it, when to see what work we can make it do.⁶

—MARY PARKER FOLLETT

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