

## ***A NEW MANAGEMENT STRATEGY, INTO A CHANGING WORLD***

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**Abstract:** *The knowledge society supposes a radical change of the institutions of all the political, economical and educational fields. The progresses registered within the field of science and technology enable nowadays a strong personalization of production, the scale or the mass production being replaced by the small series production or even by unique productions, under the same conditions of efficiency and rationality, in contrast with the situation registered at the beginning of the industrialization – when, for example, Henry Ford said that “the client can choose any color of automobile as long as this one is black”, referring to the automobile produced by his firm. Today by contrast to that period, the products are much more differentiated, even within the framework of the same series, creating the impression of the unique.*

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