

## ABSTRACT

Having studied about topic drawing world business attention where corporation business unit is involved in order to manage a sustainable long-lasting corporation.

Conclusion drawn from the writer dissertation mentioning that corporation in the developing countries could make their corporation “best practice” by carrying out twin strategic, i.e. : to highly raise customer values and shareholder values by focusing on three factors : Human Resources, process and Job Reputation.

So far, management science has been successfully directing corporation on how to achieve customer values besides providing concept on shareholder values. Standard used as a guide to combine the two strategies is still being a problem to be solved. Term that I use is : The bridge is not provided yet to connect the two strategies.

Think-tanks are expected to feel the vacuum space by pouring down their scientific wealth and management practice. If the bridge is not completely formulated yet, at least early warning is already prepared by the writer for businessman that to carry out the two strategies in scientific work is risky as many Indonesian Corporation Became victims for not be able to overcome Asian Monetary Crisis in the mid-1977 up to present-the end of century and millennium and still in recovery.