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Future Proofing

By David Birchall, George G. Tovstiga

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Future Proofing, David Birchall, George G. Tovstiga, This title offers a fast track route to understanding and managing the future. It covers all the key aspects of future proofing, from identifying alternative scenarios and tracking technology change to developing a blueprint for action and communicating it within the organization. It contains examples and lessons from benchmark businesses, including ABB, Shell and Anglo American, and ideas from the smartest thinkers, including Gary Hamel, Peter Senge and Chris Argyris. It includes a glossary of key concepts and a comprehensive resources guide. "ExpressExec" is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. "ExpressExec" is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and Life and Work. "ExpressExec" is a perfect learning solution for people who need to...



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