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Titolo	Architects of Change [[electronic resource] ] : Designing Strategies for a Turbulent Business Environment / / by Jeremy Ghez
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ISBN	3-030-20684-X
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Descrizione fisica	1 online resource (235 pages)
Disciplina	658.4012
Soggetti	Business Leadership Microeconomics Popular Science in Business and Management Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	1: A Tale of Two Professions -- 2. Case Study: When James Bond Met Q -- 3. The World We Live In -- 4. Case Study: The Change-maker Game -- 5. The Road to Reinvention -- 6. Case Study: Founding a Popular Pizza Place in Paris -- 7. The Power of Analysis -- 8. Case Study: Strategising at Amazon When Globalisation Comes Under Pressure -- 9. The Significance of Anticipation -- 10. Case Study: Getting Ready for the World in Five Years -- 11. The Purpose of Imagination -- 12. Case Study: Conducting a Pre-Mortem -- 13. The Meaning of Creativity -- 14. Case Study: Looking for Talent in a Chaotic World -- 15. A Tribute to my Kids (The Ultimate Architects of Change).
Sommario/riassunto	"It is common to hear that we are living in turbulent times: ones of anger and extremism. It is much less common to hear what to do about it. This book helps decision-makers move beyond the noise, arguing that they can be transformative even as private citizens. It pulls you away from 'business as usual' and empowers you to become an agent of change with the strategic tools necessary for success." —Greg Treverton, Former Chairman of the US National Intelligence Council What is the difference between a fire fighter and an architect? One deals

with crises as they arise while the other is capable of building something that can withstand all weathers. Using this analogy, Architects of Change provides you with the tools to grasp, leverage and harness the dynamics that shape tomorrow's markets. It encourages you to nurture an entrepreneurial mind-set to transform the way a business – or even an entire industry – operates. Tackling crucial topics related to geopolitics, creative destruction, fake news, resilience and creativity, this book gives you the tools to analyse your environment and future trends in order to reinvent the way you do business. It teaches you how to:

- Identify actors of change
- Conduct simulations about the future
- Assess threats of political instability
- Build a strategy for a profitable and sustainable firm amid ongoing uncertainty
- Become an architect of change yourself.

Containing original interviews with industry insiders, including a world-famous expert on brands and luxury, the former CEO of a major think tank, a thought leader from CISCO, the former chairman of the US National Intelligence Council, and a former chief political scientist of a large Asian bank, this book helps you to understand the type of imagination and creativity this business environment requires not only to survive, but thrive.

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