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Nota di contenuto	Intro -- Foreword -- Preface -- Contents -- 1: Prelude -- The Modern Business School Might Be Seen as a Development Platform -- The Program Offerings -- Marketing in a Business school's Network -- Emerging Structural Changes when it Comes to Program Offerings (Structure of the Apps): More Modulization -- Combining Job Career and Studies -- "Freshness" of Content ("up-to-datedness" of Apps) -- Part I: Political and World Affairs: Where We Are Today -- 2: Practice Insights from Jan Peter Balkenende, Former Prime Minister, External Senior Advisor to EY -- 3: Introduction to Political and World Issues: Where We Are Today -- 4: Essential Books to Learn About Political and World Issues: Where We Are Today -- Bill Browder, (2015), Red Notice, Simon & Schuster (Reviewed March 2022) -- John Plender, (2016), Capitalism: Money, Morals and Markets, Biteback Publishing (Reviewed February 2022) -- James Breiding, (2019), Too Small to Fail, Harper Collins, (Reviewed January 2020) -- Andrew McAfee, (2020), More from Less, Simon & Schuster (Reviewed November 2019) -- Bill McKibbin, (2020), Falter, Henry Holt & Company (Reviewed May 2019) -- Javier Blas and Jack Farchy, (2021), The World for Sale, Penguin Random House (Reviewed July 2021) -- Nicholas Wapshott, (2021), Samuelson Friedman: The Battle over the Free Market (Reviewed March 2022) -- Bill Browder, (2022),

Freezing Order, Simon & Schuster (Reviewed May 2022) -- 5: Closing Remarks for the Part -- Part II: Adapting the Firm's Strategy to the External Environment: Getting Started -- 6: Practice Insights from Risto Siilasmaa, Chairman, F-Secure -- 7: Introduction on Adapting the Firm's Strategy to the External Environment: Getting Started -- 8: Essential Books to Learn about Adapting the Firm's Strategy to the External Environment -- Getting Started.

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Eyal Nir, (2014), Hooked: How to Build Habit-Forming Products, Redline (Reviewed March 2020) -- Robbie Kellman Baxter, (2015), The Membership Economy, McGraw Hill (Reviewed March 2020) -- Anil Sethi, (2016), From Science to Start-up, Springer (Reviewed April 2021) -- Anne Janzer, (2017), Subscription Marketing: Strategies for Nurturing Customers in a World of Churn, Cuesta Park Consulting (Reviewed June 2020) -- John Carreyrou, (2018), Bad Blood: Secrets and Lies in a Silicon Valley Start-up, Alfred A. Knopf (Reviewed June 2022) -- Frank Lavin, (2021), The Smart Business Guide to China E-Commerce, Independent Publishing Group (Reviewed October 2021) -- Paul Polman and Andrew Winston, (2021), Net Positive: How Courageous Companies Thrive, Harvard Business Review Press (Reviewed October 2021) -- Ali Tamaseb, (2021), Super Founders: What Data Reveals about Billion-Dollar Start-ups, Redline (Reviewed August 2021) -- 14: Executive Profiles of Business Leaders -- Hermann Simon, Founder and Honorary Chairman, Simon-Kucher & Partners, Hidden Champions, Presentation Given at the WHU Family Business Conference (September 2019) -- Markus Laenzlinger, CEO Migrolino (Interviewed April 2020) -- Kristian Jebsen, CEO Gearbulk (Interviewed January 2019) -- 15: Closing Remarks for the Chapter -- Part IV: Strategic Options: Strategy Means Choice -- 16: Practice Insights from Björn Rosengren, President and CEO, ABB -- Where We Come From: The Matrix! -- Creating an Entrepreneurial Culture: Through

Accountability, Transparency, and Speed -- Driving Performance in a Decentralized Business Model -- The "Glue" that Holds ABB Together -- 17: Introduction to Strategic Options: Strategy Means Choice -- 18: Essential Books to Learn About Strategic Options -- Strategy Means Choice -- Reid Hoffman and Chris Yeh, (2018), Blitzscaling, Penguin Random House (Reviewed May 2021). David Epstein (2019), Range: How Generalists Triumph in a Specialist World, Penguin Random House (Reviewed March 2020) -- Patrick Flesner, (2021), Fastscaling, Self-Published (Reviewed September 2021) -- Reid Hoffman, June Cohen and Deron Triff, (2021), Masters of Scale, Penguin Random House (Reviewed October 2021) -- Ro Khanna, (2022), Dignity in a Digital Age: Making Tech Work for All of Us, Simon & Schuster (Reviewed March 2022) -- Shameen Prashantham, (2022), Gorillas Can Dance, Wiley (Reviewed March 2022) -- 19: Executive Profiles of Business Leaders -- Mirjam Staub-Bisang, Head of BlackRock Switzerland, (Interviewed November 2020) -- Oliver Blume, CEO Porsche AG (Interviewed December 2020) -- Jan Jenisch, CEO Holcim (Interviewed September 2020) -- Morten Hannesbo, Former CEO AMAG Group AG (Interviewed February 2019) -- 20: Closing Remarks for the Part -- Part V: The Family Business: An Inspiring Source -- 21: Practice Insights from Dennis Jaffe, Senior Research Fellow, BanyanGlobal Family Business Advisors -- 22: Introduction to Family Business: An Inspiring Source -- 23: Essential Books to Learn About the Family Business: An Inspiring Source -- Roy Williams and Vic Pressier, (2010), Preparing Heirs, Robert Reed (Reviewed June 2019) -- Joachim Schwass and Anne-Catrin Glemser, (2016), Wise Family Business, Springer (February 2017) -- Tom McCullough & Keith Whitaker (2018), Wealth of Wisdom: The Top 50 Questions Wealthy Families Ask, Wiley (Reviewed April 2019) -- Paul Hokemeyer, (2019), Fragile Power, Hazelden (Reviewed March 2020) -- Philippe J. Weil, (2019), Woes of the Rich, Self-published (Reviewed April 2020) -- Melissa Mitchell-Blitch (2020), In the Company of Family: How to Thrive when Business Is Personal, Eredita Consulting LLC (Reviewed April 2021) -- Josh Baron & Rob Lachenauer, (2021), Family Business Handbook, Harvard Business Review Press (Reviewed February 2022) -- Amy Hart Clyne and Dennis Jaffe, (2021), Finding Her Voice and Creating Legacy, Pitcairn (Reviewed January 2022) -- Mitzi Perdue, (2021), The Frank Perdue Way: Simple Steps. Super Success, Tremendous (Reviewed December 2021) -- Tom A. Rösen, Heiko Kleve & Arist von Schlippe, (2021), Managing Business Family Dynasties, Springer (Reviewed December 2021) -- 24: Executive Profiles of Business Leaders -- Carole Hübscher, President Caran d'Ache (Interviewed April 2020) -- Carl Elsener, CEO of Victorinox (Interviewed May 2019) -- 25: Closing Remarks for the Part -- Part VI: Investing to Maximize Wealth: Value Creation and Growth -- 26: Practice Insights from Anders Endreson and Peter Lorange -- 27: Introduction to Investing to Maximize Wealth: Value Creation and Growth -- 28: Essential Books to Learn About Investing to Maximize Wealth: Value Creation and Growth -- Max Gunther, (1985), The Zürich Axioms, Harriman Classics (Reviewed January 2022) -- David F. Svensen (2005), Unconventional Success: A Fundamental Approach, Simon & Schuster (Reviewed September 2021) -- Mohnish Pabrai (2007), The Dhandho Investor, Wiley (Reviewed September 2021) -- Joel Greenblatt (2010), The Little Book that Still Beats the Market, Wiley (Reviewed October 2021) -- Guy Spier, (2014), The Education of a Value Investor, MacMillan Education (Reviewed October 2018) -- Jacob Goldstein, (2021), Money: From Bronze to Bitcoin, Atlantic (Reviewed July 2022) -- William Green, (2021), Richer,

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