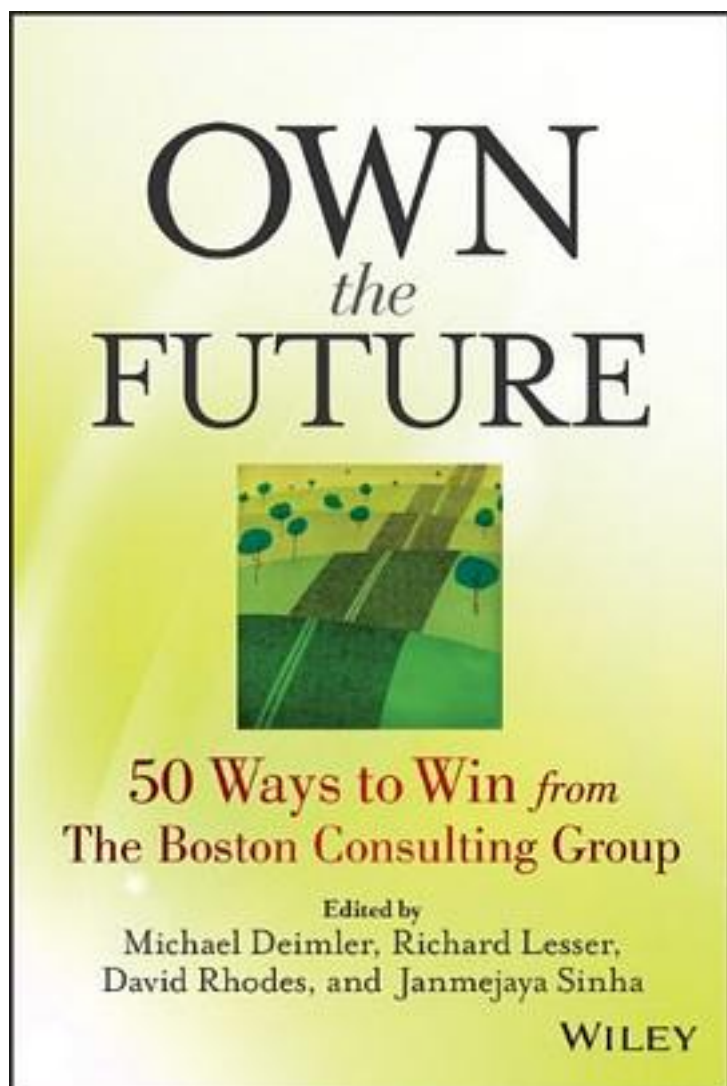


Own the Future



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The world faces social, political, and economic turmoil on an unprecedented scale--along with unsettling levels of turbulence and volatility. Market leadership today is less of a predictor of leadership tomorrow. Therefore, senior executives today must strive to own the future. In *Own the Future*, The Boston Consulting Group, one of the world's most prestigious and innovative management consulting firms, offers a roadmap. Drawing on the firm's experience advising organizations on how to achieve and sustain competitive advantage, this book offers 50 ideas to help readers chart their organization's path to future leadership. The articles are organized along ten attributes critical to success in the current environment--adaptive, global, connected, sustainable, customer-first, fit to win, value-driven, trusted, bold, and inspiring. The future may be unknowable, but The Boston Consulting Group offers insights from its 50 years of practice on how readers can position their organization to win--to change the game and to own the future.

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书评

要把公司策略分析套用到这个框架里面很难，只能给内部人参考一下。介绍four broad strategic styles: Classical, adaptive, shaping and visionary.但是有些原则还是普适的，例如持续的商业模式的创新是利润持续的源泉，等等。

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