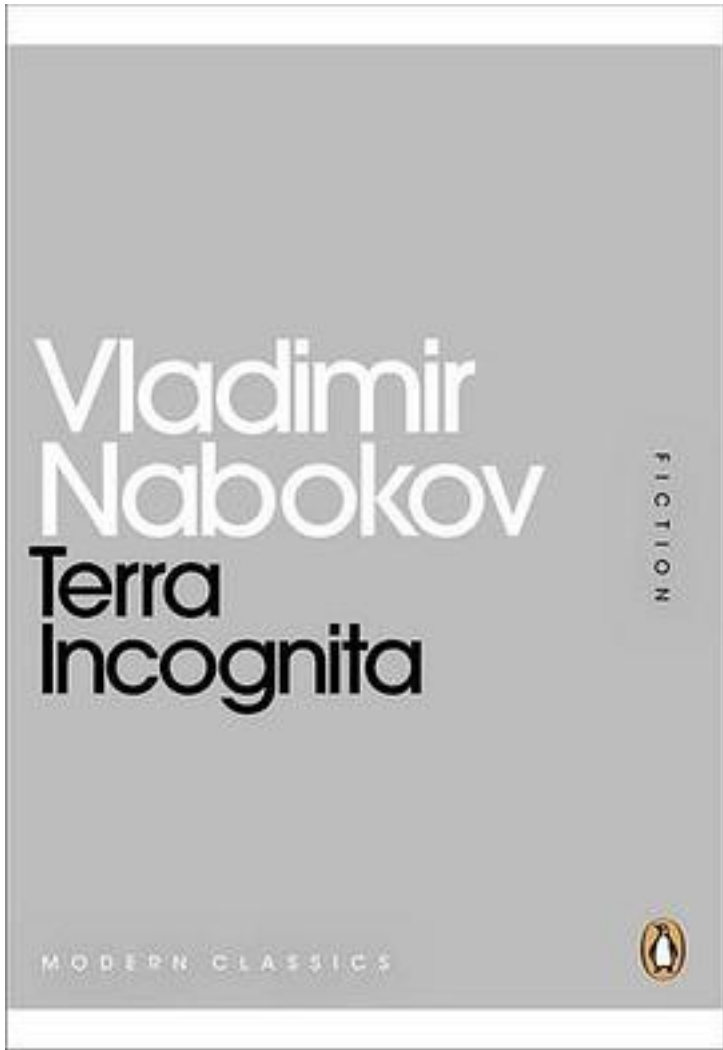


Terra Incognita



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Terra Incognita addresses the forthcoming transition in energy supplies and shift from conventional oil as the strategic energy source. It identifies the leadership challenges ahead and summarizes the lessons learned from interviews with more than 20 energy company CEOs and senior leaders. The structure of the book follows the planning cycle of strategic assessment (Chapters 1-4), strategy development (Chapters 5-7), and strategy implementation (Chapters 8-10) through a leadership perspective focused directly on the energy industry. Features and benefits This is the first book ever written specifically for current and future leaders in the energy industry that presents in one volume a The understanding that recent trends are not sustainable, and that enduring energy companies will have to change to respond to new technological and social demands and opportunities a Insights from recent corporate success stories that have demonstrated sustainable and profitable growth since 2001 a Interviews with CEOs of large energy companies on setting direction, executing strategies and leading their enterprises a A profile of the energy leader of the future

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