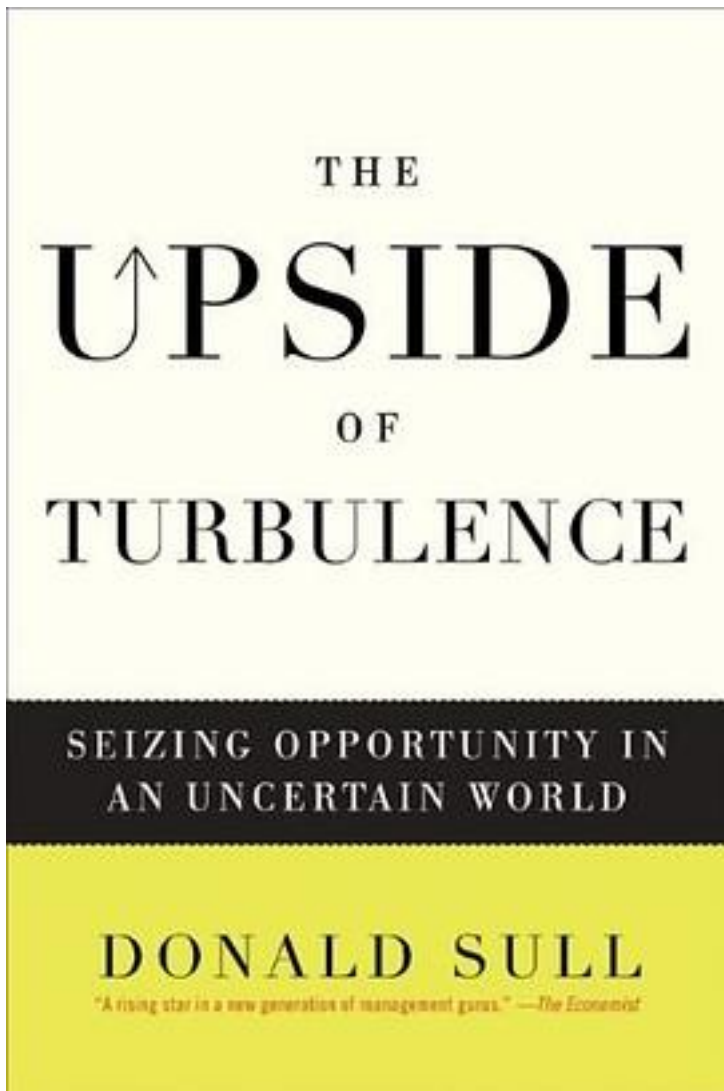


The Upside of Turbulence



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A provocative user's guide to a world where the only thing that doesn't change is change itself "Before I die," Albert Einstein once said, "I hope someone will clarify quantum physics for me. After I die, I hope God will explain turbulence to me." Einstein might have been more confused today: Turbulence, in all its manifestations, is on the rise. Financial markets gyrate. Commodity prices zig and zag. New technologies disrupt long-standing businesses and entire industries. Scientific discoveries overturn historical truisms. Dirty bombs and pension busts, natural disasters and flu pandemics, add to the tumult. We live in a world beset by turbulence. We often respond to turbulence by accelerating activities that worked in the past. We lapse into inertia when we should adapt with agility, and we cling to rigid dogmas when we should improvise. But throughout history, volatility has not only dethroned incumbent leaders, it has also created untold possibilities to create economic value. Turbulence has an upside, and companies that seize the opportunities arising out of seething markets will become tomorrow's champions. Based on more than a decade of research, *The Upside of Turbulence* draws lessons from companies that have consistently spotted and exploited opportunities that rivals have missed. The book explores realms ranging from improvisational comedy to the U.S. Marine Corp's combat doctrine. The result is a series of provocative insights that defy conventional wisdom. The book also introduces practical tools, which have been field-tested by executives around the world, to wrestle triumph out of turmoil.

作者介绍:

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标签

战略管理

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评论

A rising star in academic research and a gifted writer for business practitioners, Professor Sull's provided a well-balanced synthesis on the most recent developments in strategic thinking. While the book may not necessarily turn upside down your strategic perspective, it certainly offers an invaluable alternative.

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书评

A great companion book for Lean Startup. Full of useful references for extended reading. Chapter 3, the "Map Paradox" is probably the best insight on strategy I've ever come across. A mental map (strategy) needs to be complex enough to be complete, fluid t...

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