



The New Corporate Facts of Life: Rethink Your Business and Transform Today's Challenges into Tomorrow's Profits

Diana Rivenburgh

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Still myopically chasing quarterly profits, producing the same product the same way, issuing directives to increasingly disengaged employees? Too many organizations cling to outdated practices—to their detriment and almost certain demise.

In today's unpredictable, interconnected world you cannot rely on the old rules of business to get stellar results. The New Corporate Facts of Life charts a clear path through the obstacles facing all companies—disruptive innovation, economic instability, environmental degradation, increasing stakeholder power, and other global forces—explaining exactly how to transform each challenge into competitive advantage.

Based on interviews with over 50 top executives and thought leaders, including Coca-Cola Enterprises CEO John Brock, Georgia Tech President G.P. “Bud” Peterson, and UPS CFO Kurt Kuehn, the book recounts how leading-edge companies have begun re-shaping strategy, culture, vision, engagement, and leadership to succeed in this brave new world.

Change is the only constant in business. Packed with inspiring stories and compelling examples, The New Corporate Facts of Life offers a bird's-eye view of the shifting landscape and reveals how any organization, large or small, can begin creating a profitable, sustainable future.

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