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# The Attacker s Advantage: Turning Uncertainty into Breakthrough Opportunities (Hardback)

By Ram Charan

INGRAM PUBLISHER SERVICES US, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book. \*A Wall Street Journal bestseller\*The forces driving today s world of structural change create sharp bends in the road that can lead to major explosions in your existing market space. But exponential change also offers exponential opportunities. How do you leverage change to go on the offense? The Attacker s Advantage is the game plan for winning in an era of ambiguity, volatility, and complexity, when every leader and every business is being challenged in new and unexpected ways.Ram Charan, harnessing an unequalled depth and breadth of experience working with leaders and companies around the globe, provides tested, practical tools to help you:Build the perceptual acuity to see around corners and detect, ahead of others, those forces,especially people, who are the catalysts of change,that could radically reshape a company or industryHave the mindset to see opportunity in uncertaintyCommit to a new path forward despite the unknowns, positioning your business to make the next move ahead of competitorsBreak the blockages that can hold your company backKnow when to accelerate and when to shift the shortterm and long-term balanceMake your organization agile and steerable by aligning...



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