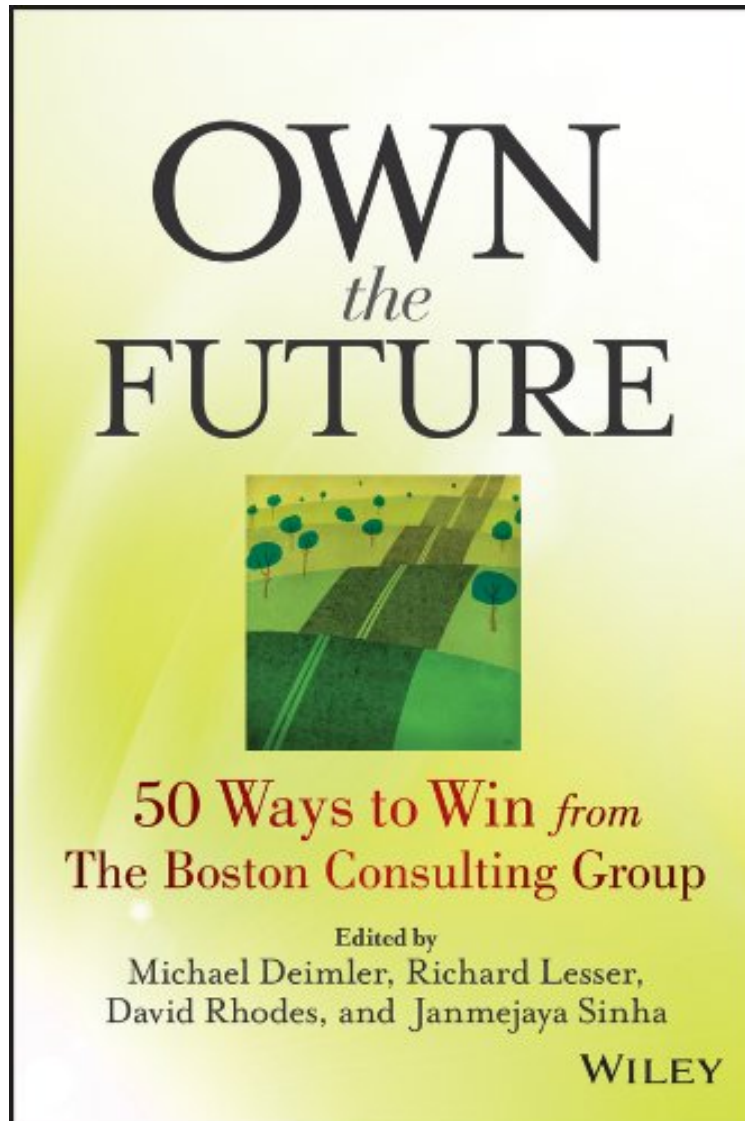


Own the Future: 50 Ways to Win from The Boston Consulting Group

Michael S. Deimler, Richard Lesser, David Rhodes, Janmejaya Sinha

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Michael S. Deimler, Richard Lesser, David Rhodes, Janmejaya Sinha : Own the Future: 50 Ways to Win from The Boston Consulting Group before purchasing it in order to gage whether or not it would be worth my time, and all praised Own the Future: 50 Ways to Win from The Boston Consulting Group:

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are actual things that have to be done. 2 of 3 people found the following review helpful. an unabashed rehash
By William Hoover
An unabashed rehash. almost nothing new here and much of it is dated. hardly worth the time it takes to flip thru it!

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.

From the Inside Flap
The world faces social, political, and economic turmoil on an unprecedented scale. As we experience the most radical restructuring of the global economy since the Industrial Revolution, we confront unsettling levels of turbulence and volatility. Leadership now does not guarantee leadership tomorrow: today's leaders must strive to own the future. They must embrace large-scale transformation; and turn obstacles into opportunities. In *Own the Future*, The Boston Consulting Group, one of the world's most prestigious and innovative management consulting firms, offers a road map. Drawing on the firm's experience advising organizations on how to achieve and sustain competitive advantage, this book offers 50 powerful ideas to help you chart your organization's path to future leadership. The articles are organized around 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 here offers insights from its 50 years of practice on how you can position your organization to change the game, win, and own the future.

From the Back Cover
Praise for *Own the Future*
"Built on many years of mutual trust, Pfizer and I have enjoyed a long-standing relationship with The Boston Consulting Group. I have found BCG to be totally focused on the value that they can create with their clients, ample evidence of which will be found within the covers of *Own the Future*. Readers of this book will find useful, sound strategies for winning the marketplace. *Own the Future* will be essential reading for Pfizer's development curriculum."
—Ian Read, CEO, Pfizer
"In a dynamic global business environment, leaders must draw on a diverse set of skills and experiences to ensure their organization is resilient and thrives under any circumstances. *Own the Future* is a strategic guide for leaders looking for practical ways to drive performance and enhance their competitive edge."
—Carlos Ghosn, Chairman and CEO, Renault and Nissan
"Long-term success requires excellence along many dimensions. *Own the Future* is a timely reminder for executives of ten essential attributes of outstanding organizations. The challenge for all leaders is how best to put it all into practice."
—Neil Berkett, CEO, Virgin Media
"BCG has put together a real treasure chest for executives that's sure to inspire more effective leadership and innovation. In times of uncertainty and rapid change, *Own the Future* offers valuable advice for long-term success."
—Georg Kell, Executive Director, UN Global Compact
"At a time when maintaining market leadership has never been more difficult, these 50 ideas from The Boston Consulting Group are an invaluable resource for executives. *Own the Future* is an essential read; sure to foster the kind of constructive debate and fresh thinking that will enable executives to take their organizations to the next level."
—Deepak Parekh, Chairman, HDFC
"A valuable collection of insights drawn from BCG's unique perspective helping businesses reinvent themselves to be relevant in the decades to come; an engaging read."
—Jasmine Whitbread, CEO, Save the Children International
"The massive amount of business experience represented in this book provides insights of a diversity and depth hard to beat. The insights are represented in an easily accessible way, which makes the book all the more powerful. A guide for sustainable winning."
—Jakob Thomasen, CEO, Maersk Oil

About the Author
Michael Deimler is a senior partner and managing director in BCG's Atlanta office and was the global leader of BCG's strategy practice from 2005 to 2012. He coedited *The Boston Consulting Group on Strategy* (Wiley). He holds an MBA from The Wharton School. Richard Lesser is the president and chief executive officer of BCG. Before that, he was the firm's regional chairman of North and South America. He is based in New York and also has an office in Beijing. He holds an MBA from Harvard Business School. David Rhodes is the chairman of BCG's global practices. He is a senior partner and managing director in BCG's London office and coauthor of *Accelerating out of the Great Recession: How to Win in a Slow-Growth Economy*. He holds an MBA from Harvard Business School. Janmejaya Sinha is the chairman of BCG's Asia Pacific region. He is based in Mumbai and holds a PhD from Princeton's Woodrow Wilson School of Public and International Affairs.