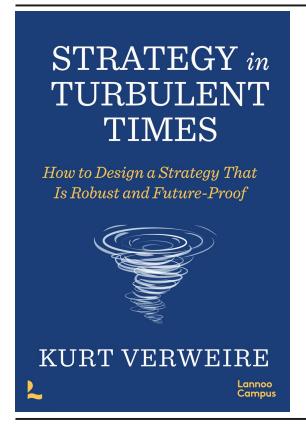


TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk





Strategy in Turbulent Times How to Design a Strategy that is Robust and Future-Proof Kurt Verweire

ISBN 9789401490399
Publisher Lannoo Publishers

Binding Paperback / softback

Territory World excluding Belgium, The Netherlands, France,

Switzerland & Scandinavia

Size 240 mm × 170 mm

Pages260 PagesIllustrations20 colorPrice£35.00

- Offers a new framework on strategising in turbulent times
- Many examples of national and international firms how to deal with turbulence
- A set of toolkits that helps managers assess whether the organisation is ready to deal with turbulence
- Rigour and relevance academically sound but also practically relevant

Companies face increasingly turbulent times. To what extent are the traditional strategy models still relevant to deal with this new environment? This new book presents how to analyse turbulent environments, how to build new strategies, and how to implement them. Through many case studies managers of large and smaller companies can learn how to successfully react to fundamental change. It covers these topics: 1. What is turbulence: disruption vs. disturbance. 2. Corporate foresight/sensing turbulence (incl. scenario analysis) 3. Choosing the right turbulence strategy 4. Implementing turbulence strategies.

Professor **Kurt Verweire** specialises in developing and implementing business strategy. He has authored several books – including *Strategy Implementation* and *Six Batteries of Change*. At Vlerick Business School, Kurt is the Director of the Advanced Management Programme and one of the driving forces behind the Strategy in Action Platform.