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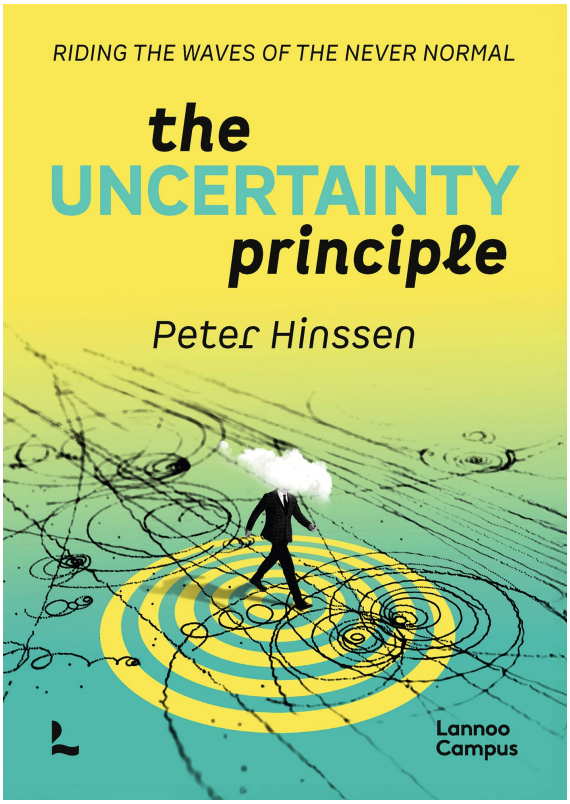

The Uncertainty Principle

Riding the Waves of the Never Normal

Peter Hinssen

ISBN	9789020955095
Publisher	Lannoo Publishers
Binding	Paperback / softback
Territory	World excluding Benelux France, Switzerland & Scandinavia
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Price	£35.00

- In a highly uncertain, unstable and volatile period, this book will show you how you can turn challenges and threats into opportunities
- Receive insights from some of the most successful business leaders and companies of all time
- Find optimism in a market and a society that is increasingly becoming pessimistic

This is a book about the future. Not the bleak, dystopian kind that so many seem convinced we're heading toward, but one that is built on hope, possibility, and progress.

Humanity faces complex global challenges, from technological and geopolitical shocks to social and ecological disruptions. Fear, hesitation, and avoidance won't help us overcome them. Slowing down is not the answer. We must move faster, think bigger, and fully leverage technology to build a future worth striving for. We need active hope and bold leaders who can turn adversity into opportunity.

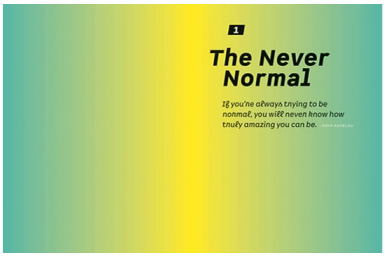
The Uncertainty Principle focuses on the key levers of transformation to help leaders rethink and reshape their companies: strategy, foresight, organizational design, culture, innovation, risk appetite, and the evolving nature of work. Above all, it serves as a guide for those who see cracks in the system not as warnings, but as windows—those daring enough to believe they can change the world, because they are the ones who will.

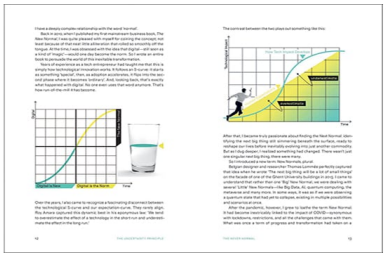
"As we zoom up the exponential curve of tech enabled change we all need an optimistic and inspiring guide. Peter Hinssen is that guide. In this new book Peter describes a "Never Normal" world helping us navigate "between the forces of pessimism and possibility". — **Dr Peter Weill**, Chairman MIT Center for Information Systems Research (CISR)

"In an age when warnings dominate the conversation, The Uncertainty Principle stands out as a refreshingly optimistic guide. It demonstrates how business leaders can turn disruption into opportunity—not just for their own organizations, but for the world at large". — **Costas Markides**, Professor of Strategy and Entrepreneurship at London Business School

"Uncertainty isn't a threat—it's the raw material for tomorrow's opportunities. This book helps leaders imagine the impossible and install hope to change the future. A must-read! — **David De Cremer**, Dean of D'Amore-McKim School of Business at Northeastern University

Peter Hinssen is a global keynote speaker, bestselling author, business school lecturer, LinkedIn Top Voice, serial entrepreneur, startup investor and the world's leading innovation, technology and leadership expert. He is also an extremely active investor in startups and scaleups around the world, as well as a passionate collector of vintage technologies. www.peterhinssen.com/books







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