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



Trends in the Transformation Economy

Where Health, Well-Being & Happiness Matter Most

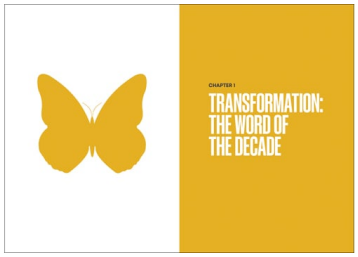
Christophe Jauquet

ISBN	9789401499378
Publisher	Lannoo Publishers
Binding	Paperback / softback
Territory	World excluding Belgium, The Netherlands, France, Switzerland & Scandinavia
Size	240 mm x 170 mm
Pages	360 Pages
Name of series	Lannoo Campus
Price	£35.00

- Concrete and workable model for companies in the transformational economy
- Helps companies improve their customer centricity by focusing on real customer transformations
- Guidelines to strategically align innovation with what really matters to customers
- Insights and tools to prepare companies for future societal and technological trends

In an era of rapid technological and social change ***Trends in the Transformation Economy*** offers insights into a new economic landscape. It explores how companies can navigate a world where customers seek not just products, but meaning. The book offers strategies to meet these new customer aspirations and thereby it makes a positive impact on the planet, society and individuals.

Christophe Jauquet is an internationally recognised keynote speaker who inspires leaders of multinational companies in various sectors as well as members of the European Parliament. At the intersection of health, business and visions of the future, he offers insights that are picked up worldwide in his books, newsletters and podcasts. As HealthBusiness Expert, he strives to make the world a healthier and happier place, one business strategy at a time.







Published 12th Jun 2024