



# The Day After Tomorrow

## How to Survive in Times of Radical Innovation

Peter Hinssen

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- A great read on the future of business looking at companies that innovated and adapted their way to success in tumultuous and uncertain times
- By one of the most sought-after thought leaders on radical innovation, leadership, and the impact of all things digital on society and business

*"Peter Hinssen's radical long-term view on organizing and innovation is as fascinating as it is insightful. This is a great read about the future of business, aimed at those who want to witness the potential of this age of disruption."* Adam Pisoni, CEO at Abl Schools, Co-founder of Responsive.org and Co-founder of Yammer.

*"Peter Hinssen has done it again! **The Day After Tomorrow** is a provocative and inspiring book that will challenge you, educate you and open your eyes to possibilities that you never thought existed. A must-read for any organisation that wants to prepare for disruptive changes."*

Costas Markides, Professor of Strategy and Entrepreneurship at London Business School.

*"Many futurists entice us with fanciful notions. Peter Hinssen, however, manages the impossible, combining a stunning clear vision of the future with a compelling but concrete framework to act on now."* Eddie Obeng, Professor at Pentacle The Virtual Business School.

For today's organisations, our constantly changing world has brought great consequences. In this book, Peter Hinssen tells the story of the pioneers who managed to adapt to those changes, and who moved beyond today and even tomorrow in their approach to innovation. In doing so, they were able to change the course of entire industries. Peter's book focuses on the business models of these pioneers, on the organisational culture, the talent, the mindset and the technology we should tap into in order to maximise our chances for survival in the 'Day After Tomorrow'. It will shift your perspective on your future, on the future of your company and even that of your grandchildren.

A serial entrepreneur, advisor, keynote speaker and author, **Peter Hinssen** is one of the most sought-after thought leaders on radical innovation, leadership and the impact of all things digital on society and business. He is a lecturer at various business schools such as London Business School and MIT. Peter has founded nexxworks to help organisations become fluid, to innovate and thrive in the 'Day After Tomorrow'.