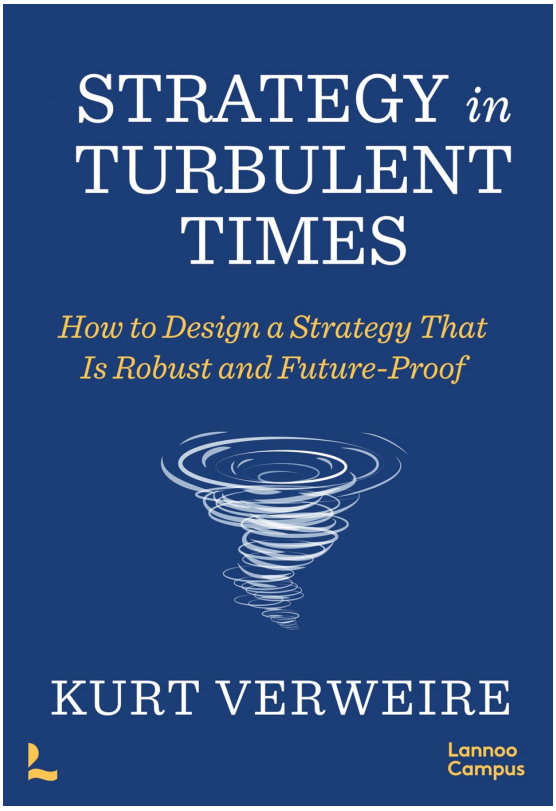
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Tel: +1 212 645 1111
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Strategy in Turbulent Times

How to Design a Strategy that is Robust and Future-Proof

Kurt Verweire

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- Offers a new framework on strategizing 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 organization is ready to deal with turbulence
- Rigor 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 analyze 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** specializes 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.

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