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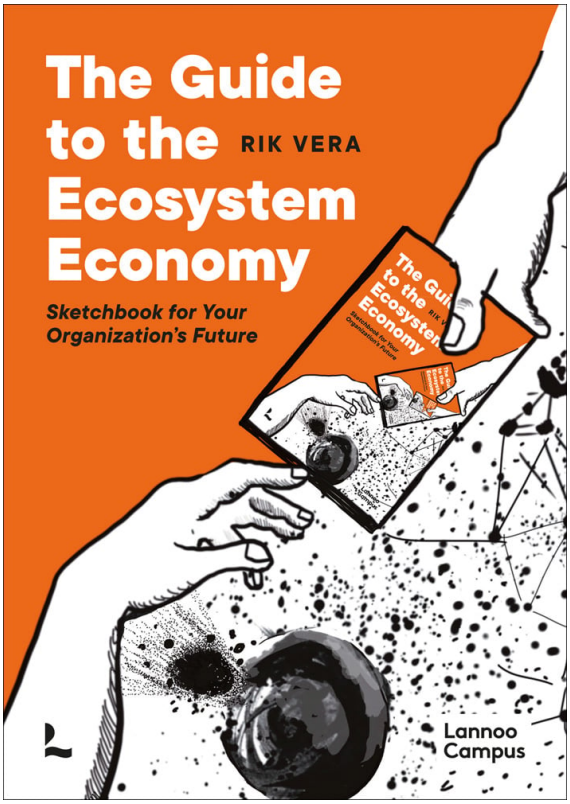

The Guide to the Ecosystem Economy

Sketchbook for Your Organization's Future

Rik Vera

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Binding	Paperback / softback
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- Contains a directly applicable Smart Ecosystem Building Kit
- Offers a hands-on framework for large and small organizations
- An inspiring combination of text and visuals

This is the era of the Smart Ecosystems Economy, where the companies that thrive must be ready to cope with randomness and unexpected events. In this digital world, the traditional boundaries have disappeared, paving the way for new and smarter ecosystems to develop. Companies seeking to transform into future-proof organizations would do well to understand these ecosystems, and get a grasp on how they work.

This book serves as a guide to building smart, competitive ecosystems for both small and large organizations. A timely book that cracks the code of tomorrow's business models.

Rik Vera is an opinion leader and keynote speaker with over 20 years of C-level experience in sales, marketing and innovation, and co-founder of inspiration agency nexxworks. Through keynotes, workshops and coaching, Rik inspires companies, cities and governments to innovate radically and remain relevant in *The Day After Tomorrow*.







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