



# The Survival Paradox

## Change vs Stability at Apple and any Immortal Company

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- An overview of successful corporate strategies supporting stability in the midst of inevitable change
- Focuses on lessons learned from failure as well as success
- Written by a leading corporate brand manager and consultant

Surviving as a company in today's economy takes more than just adapting to a changing environment. Companies need to respond to what is going on around them, but attention to inherent identity, values and culture are the hallmarks of any successful survival strategy. This book offers a selection of important lessons for any manager concerned about the future of their company, in any corporate sector. It includes interviews with well-known CEOs from international companies and takes an in-depth look at the history of Apple, the most valuable company in the world, following its trajectory from start-up, to the brink of bankruptcy, to its resurrection under the leadership of Steve Jobs and Tim Cook.

**Fons Van Dyck** obtained a PhD in Media and Communication Studies at the Free University of Brussels and teaches Marketing, Communication and Brand Strategy. As head of Think BBDO for the past fifteen years, he specializes in providing strategic brand and communication advice to local and international companies and organisations. A highly sought-after speaker and author, he has received multiple nominations and awards for his previous work and was elected as Master Marketeer by the Belgian marketing sector in 2009.