

No Ordinary Disruption The Four Global Forces Breaking All The Trends

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Management intuition for the next 50 years

2 Next year, the McKinsey Global Institute will publish No Ordinary Disruption: The Four Global Forces Breaking All the Trends, a book-length treatment of the issues in this article and related shifts under way in the global economy

The Business Case for a Customer-Centric Culture

Richard Dobbs , James Manyika, and Jonathan Woetzel, No Ordinary Disruption: The Four Global Forces Breaking All the Trends, Public Affairs, 2016 9 Ibid In the Age of the Customer, business as usual is not enough Companies must deliver faster innovations, better service, and an overall experience that delights people so much that

No ordinary disruption - McKinsey & Company

months to two to four years At the same time, "controlled" refers to using sufficient quality gates and milestones, with financial and market reality checks, and adapting projects as needed or exiting Moreover, this is not only about how to make the most of a company's No ordinary disruption - Winning with new models in packaging 3

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[5] No Ordinary Disruption: The four global forces breaking all the trends, Public Affairs Books, 2015 [6] The Making of a Multicultural Super Consumer, Nielsen, 2015 [7] Public, consumer staples companies (food, beverage, tobacco, household goods, personal products, as well as food & drug retailing companies); small <100M, medium

GLOBAL TRENDS DRIVING LONG TERM GROWTH IN ...

2 Dobbs, Manyika, and Woetzel, No Ordinary Disruption: The Four Global Forces Breaking All the Trends, May 2015 Estimated Potential Annual Economic Impact in 2025 1 Mobile Internet US\$4 trillion - \$11 trillion Internet of Things US\$3 trillion - \$6 trillion Cloud Technologies US\$2 trillion - \$6 ...

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o An enterprise architecture view of digital disruption technology o Key technologies o You are only as fast as your data - the future is all about agility, nimbleness an speed to market (think lean start-up) • Conclusion Other publications in this area ! Dobbs, R, Manyika, J, & Woetzel, J (2015) No Ordinary Disruption: The Four Global

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