



# The New Corporate Facts of Life: Rethink Your Business to Transform Today's Challenges Into Tomorrow's Profits

*Diana Rivenburgh*

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## **The New Corporate Facts of Life: Rethink Your Business to Transform Today's Challenges Into Tomorrow's Profits** Diana Rivenburgh

Still myopically chasing quarterly profits, producing the same product the same way, issuing directives to increasingly disengaged employees? Too many organizations cling to outdated practices--to their detriment and almost certain demise.

In today's unpredictable, interconnected world you cannot rely on the old rules of business to get stellar results. *The New Corporate Facts of Life* charts a clear path through the obstacles facing all companies--disruptive innovation, economic instability, environmental degradation, increasing stakeholder power, and other global forces--explaining exactly how to transform each challenge into competitive advantage.

Based on interviews with over 50 top executives and thought leaders, including Coca-Cola Enterprises CEO John Brock, Georgia Tech President G.P. "Bud" Peterson, and author Peter Senge, the book recounts how leading-edge companies have begun re-shaping strategy, culture, vision, engagement, and leadership to succeed in this brave new world.

Change is the only constant in business. Packed with inspiring stories and compelling examples, *The New Corporate Facts of Life* offers a bird's-eye view of the shifting landscape and reveals how any organization, large or small, can begin creating a profitable, sustainable future.

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