



## The right partner for a changing world

At IBM, we collaborate with our clients, bringing together business insight, advanced research and technology to give them a distinct advantage in today's rapidly changing environment. Through our integrated approach to business design and execution, we help turn strategies into action. And with expertise in 17 industries and global capabilities that span 170 countries, we can help clients anticipate change and profit from new opportunities.

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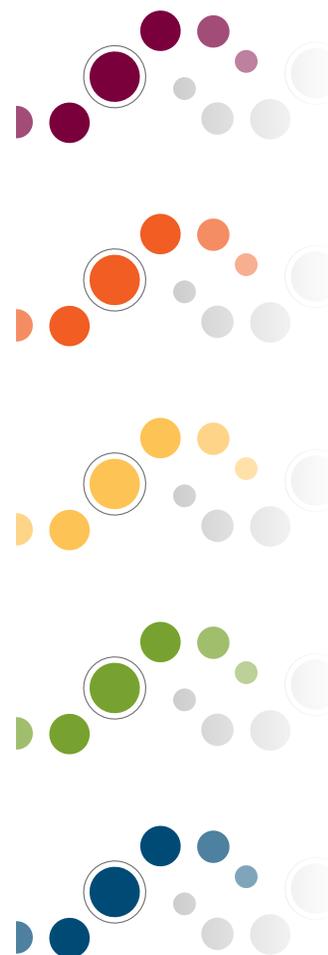
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#### Notes

- 1 These perspectives were drawn from interviews published by Harvard Business Press in *Built for Change*, an exclusive edition of the Lessons Learned series based on a collaboration between IBM and the business learning company 50 Lessons.



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Insights from the world's leading CEOs

# RETHINKING THE ENTERPRISE

## RETHINKING THE ENTERPRISE

# Insights from the world's leading CEOs

In the face of economic uncertainty, what should your next move be?  
What are the characteristics and capabilities that matter most during times of unprecedented change?

In *Rethinking the Enterprise*, IBM summarizes more than two years of extensive research into how top company leaders are rethinking strategies and business models as they position their enterprises for today's new economic environment. The book begins with a premise that emerged from IBM's third biennial Global CEO Study. It is an executive view of what the "Enterprise of the Future" will look like based on insights drawn from conversations with more than 1,000 CEOs, senior business executives and public sector leaders around the world.

Based on this foundation, the book delves deeper into challenges posed by volatile business conditions and the key capabilities organizations will need to not simply cope with constant change, but turn it into an advantage. Interspersed between chapters are perspectives of leading business executives from companies such as IKEA, Publicis Groupe, Tata Motors, Verizon, Li&Fung, Bharti Airtel and Coca-Cola.<sup>1</sup>

In addition to describing the Enterprise of the Future, this compendium:

- Defines key strategies for success in the new economic environment
- Explains how to improve your enterprise's approach to change
- Outlines new models for customer-focused leadership
- Identifies a framework for optimizing operations globally
- Provides guidance on how and when to innovate your business model
- Describes how to lead a sustainable enterprise by leveraging insight and information

We believe fundamental business and societal shifts are occurring as a new economic environment settles in. Through our ongoing research, we intend to stay at the forefront of these changes, providing insights to our clients as they navigate uncertain waters and take advantage of emerging opportunities.

## Let's continue the conversation:

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