



By John Hagel III Shift Happens: How the World Is Changing, and What You Need to Do About It (1st First Edition) [Paperback]

John Hagel III, John Seely Brown, Duleesha Kulasooriya

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Why are companies and individuals struggling despite stock market highs and record profits? What deep forces are driving the changes buffeting the world today? How can readers navigate the short-term challenges while taking steps to capture the long-term opportunities?

SHIFT HAPPENS reveals in clear terms the great paradox confronting us: new technology allows us to do things better, faster, cheaper, smaller, lighter, more conveniently, yet the return on assets for US companies has steadily fallen to almost one quarter of 1965 levels.

In this easily accessible, illustrated guide, the authors of THE POWER OF PULL draw from their research at the Deloitte Center for the Edge to provide a shorthand reference to the "Big Shift" phenomenon reshaping the global business environment. It outlines a framework for thinking about the fundamental shift from knowledge "stocks" to knowledge "flows" and what changes that shift implies for institutions. This little pocket book is an invaluable tool for executives, change agents, and explorers everywhere to start the conversations that will move mountains, and established organizations, toward a more optimistic, creative future.

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