



Reinvention: Accelerating Results in the Age of Disruption

Shane Cragun, Kate Sweetman

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Reinvention: Accelerating Results in the Age of Disruption Shane Cragun, Kate Sweetman The Age of Disruption

Today's disruptive, tumultuous, and ever-changing global business environment shows no signs of slowing. Authors Shane Cragun and Kate Sweetman believe it is time for a wake-up call to those hoping to thrive in the 21st century. *Reinvention* is the first business book to propose a simple algorithm, common principles, and set of tools that apply to both individuals and organizations facing disruptive and radical change.

The ability to pivot quickly, profoundly, and effectively might be the most important core competency individuals and organizations must attain in order to prosper in the new economy. And it isn't enough to be able to change *when* you have to; leaders must change *before* they have to, in proactive ways that allow their organizations to leverage incoming global shockwaves to accelerate performance.

Cragun and Sweetman use contemporary examples to drive important points home. Key strategies are couched in metaphors to create visual maps that will help the reader implement their new learnings at the moment of need. The stories and case studies are compelling, eclectic, and global, and take the reader beyond just the world of business. *Reinvention* includes chapter insights written by six global experts from six different geographical business regions around the globe.



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