



Dual Transformation: How to Reposition Today's Business While Creating the Future

Scott D. Anthony, Clark Gilbert, Mark W. Johnson

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Blending case studies from global organizations like Adobe, Johnson & Johnson, and Aetna, first-hand reflections from leaders like Ford CEO Mark Fields, as well behind-the-scenes insights from the authors' own experiences, this book will guide executives through the journey of becoming the next version of themselves, allowing them to own the future, rather than be disrupted by it.

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