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Dual Transformation How To Reposition

Dual Transformation shows you how your company can come out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to create massive new markets. It is the moment when a market also-ran can become a market ...

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Transformation A: Reposition today's business to maximize its resilience. Transformation B: Create a new growth engine. Capabilities link: Fight unfairly by taking advantage of difficult-to-replicate assets without succumbing to the "sucking sound of the core.").

Dual Transformation: How to Reposition Today's Business ...

That moment starts with the core dual transformation framework: Transformation A: Repositioning today's business to maximize its resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service; Transformation B: Creating a new growth engine, such as how Amazon became the world's largest provider of ...

Dual Transformation: How to Reposition Today's Business ...

Dual Transformation: How to Reposition Today's Business While Creating the Future Hardcover – April 18 2017 by Scott D. Anthony (Author), Clark G. Gilbert (Author), Mark W. Johnson (Author) 4.6 out of 5 stars 28 ratings See all 3 formats and editions

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Dual Transformation lays out an approach to reposition today's business to maximize its resilience while at the same time creating tomorrow's new growth engine. By leveraging difficult-to-replicate assets and capabilities, companies can create transformative new business models and gain advantage.

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1 Disruptive Shock Waves and Dual Transformation 1. Part 1 Dual Transformation Framework. 2 Transformation A: Repositioning the Core 27. 3 Transformation B: Creating the New 47. 4 The Capabilities Link between A and B 71. Part 2 Leading Dual Transformation. 5 The Courage to Choose 91. 6 The Clarity to Focus 115. 7 The Curiosity to Explore 135

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Scott Antony describes dual transformation as "the process by which a company becomes the next version of itself". This concept is described in the book Dual Transformation: How to Reposition ...

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Dual Transformation : How to Reposition Today's Business ...

Not these authors. The entire second half of the book addresses the issues of how one leads a dual transformation. The authors make it clear that dual transformation is not for the faint of heart - but at the same time they provide much helpful guidance for those on the journey. A fifth thing I like about this book is its generosity.

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