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Global Trends: Facing up to a Changing World (IESE Business Collection)

A. Done

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Professor Adrian Done does a fantastic job in summarizing, discussing and distilling insights on the key trends that affect all of us every day. "Global Trends" is a treasure trove of wonderful insights for business leaders, executives, and those of us who worry about where we and our businesses will be in the next 5 to 10 years. It proposes a balanced view of the future and offers rare insights on the elusive "big picture"! 1 of 2 people found the following review helpful. do not miss this book on Global Trends, you will love it
By Gloria Perrier-Chacirc;telain
This is a must read book for anyone who needs to prepare for the future- which is all of us! Adrian Done provides a compelling overview of the global challenges confronting us as individuals, organizations and societies. All too often, we busy ourselves with managing current circumstances rather than preparing for what is coming our way. The author collates an impressive array of data across many issues to demonstrate the inherent risks of such a short-sighted approach. His advice is not to despair, but to take a critical look at the BIG PICTURE. Adrian presents an excellent framework to effectively join the dots and to pinpoint actions aimed at mitigating significant threats and exploiting potentially massive opportunities. This book will help you to start facing up to the future today.
Gloria Perrier-Chacirc;telain
Global Trends: Facing up to a Changing World (Iese Business Collection)

Looks at the bigger picture, and the future trends that are going to affect the global business world over the next few years. The author analyses traditional themes such as technology and sustainability but also takes into consideration the effects of developments in other areas such as health, education and demographics

'Adrian Done provides us with an enjoyably written and wide-ranging account of critical challenges of the coming decades. We ignore these trends at our peril. I recommend this book to all who need to prepare for the future which is all of us.' Professor Ian Goldin, Director, Oxford Martin School, University of Oxford; previously Vice President, the World Bank and former advisor to President Nelson Mandela 'Fasten your seatbelts there's turbulence ahead! Societies, businesses and senior managers are facing enormous challenges. This insightful book analyzes them and thoughtfully assesses the threats and opportunities that are likely to emerge. Having armed us with increased awareness, Adrian Done offers a pragmatic approach to navigating the uncertainty and pulls no punches in encouraging us to broaden our thinking and to act with rigor and purpose.' Jordi Canals, Dean of IESE Business School 'Adrian Done has given us a Michelin Guide to coping with a turbulent future. Global Trends is an authoritative, inviting summary of the major forces that are now shaping our world, for good or for ill. This masterful book shows leaders in all fields what they should consider doing as business, government, education, and everything else is transformed over the next few decades.' William E. Halal, George Washington University; President TechCast.org; author of 'Technology's Promise' 'Adrian's book has helped me to better understand the big picture of global change. It is mandatory reading for any business leader in order to understand the major trends triggering the need for business transformation.' Lars Gollenia, Global Head of SAP Business Transformation Services 'With our local communities and international business operations shaken by recent crises and disasters, it would be easy to take a negative view of the future. Yet Dr Adrian Done joins the dots, providing an antidote to both undue pessimism and irrational optimism. He realistically outlines the challenges confronting leaders, managers and citizens in the 21st century and encourages us to address them with well directed actions.' Professor Chris Voss, London Business School 'Dr Done has written one of those rare management books with a strong vision towards the future. His insights help managers learn from the mistakes they made in the past and to successfully navigate their way through the challenges of tomorrow.' Mark T. Frohlich, Associate Professor, Kelley School of Business 'In a rigorous, yet entertaining and down to earth approach, Adrian Done shows how we can face up to this rapidly evolving world. Global Trends is a book that captures the imagination and energizes the soul a must-read guide to changes in the 21st Century!' Dr Niels Billou, Richard Ivey School of Business
About the Author
Adrian Done is a business academic with both feet in the real world. He is a professor at the IESE Business School in Spain and research associate with the Advanced Institute of Management Research in the UK. Born in Asia, with an early childhood in South Africa and educated in Britain, Adrian started his career with the Ford Motor Company at 18 and spent much of the 1980's and 90s in the automotive industry. Following engineering projects throughout the UK, Europe, and the Americas, Adrian moved into plant management and rapidly gained Chartered Engineer status. Adrian continued his professional trajectory into business education, gaining a bilingual Master of Business Administration at IESE and a PhD at London Business School. Adrian's research, published across academic and practitioner communities, has received awards from prestigious institutions such as the European Foundation for Management Development, the Decision Sciences Institute and London Business School. He is regularly invited to present at international conferences and to collaborate with organizations across various sectors. Adrian currently lives in Barcelona with his Catalan wife and two sons. They all enjoy life to the full.