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Become the Change 11

What this book is about and why we think it matters to business leaders.

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Welcome to the Connected Age 21

The world is in a permanent state of change at a scale never experienced before. Digital technology connects people, products, businesses, and markets in near real-time creating new kinds of opportunities and destroying established value chains. Businesses need to adapt to this connected age in order to stay relevant.

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Organization Matters **47**

The connected age requires businesses to become engines for innovation. Opportunities are plenty but time to profit from them is becoming increasingly short. Quickly organizing the business around new opportunities and shaping the market instead of merely trying to catch up – that is the challenge ahead.

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Hyper-dynamic markets challenge businesses to innovate, adapt, scale, and connect with others at a pace never seen before. Only those who foster these capabilities will achieve long-term success. Small fixes in existing set-ups won't last long – a more fundamental approach is required.

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For a long time, management was about optimizing the known. Managing change was an exception. These times have come to an end. Change becomes the new normal. It's time to recalibrate the role of management for the connected age.

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The societal contracts from the industrial age cease to work in the connected age. Businesses, individuals, and society need to work out new contracts – for the benefit of all. Connected business can fundamentally change conditions in society – for broad participation and prosperity. A new contract becomes possible.

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