



No Fear: Business Leadership for the Digital Age

Pekka Viljakainen, Mark Mueller- Eberstein

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Old-school, industrial-style leaders are in big trouble. Having just experienced the first small wave of globalisation, the mobile revolution and the consumer-driven economy, the next economic cycle (2011-2016) will be one where these key trends will be at the forefront of most businesses. Moreover, as digital technology develops further, the pace of change will accelerate. Managers and executives need to meet these challenges and their consequences head-on – and without fear.

Pekka Viljakainen has been at the cutting-edge of business organisations and their leadership for the past 10 years. In this book, he presents a manifesto for business leadership in the digital age. It sets out the agenda for mastering the challenges of tomorrow in a truly global and people-oriented way. Moreover, for current and future managers, this book provides guidance on how to act and lead successfully in the new world

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