



## The New Instability (Paperback)

By Peter Lewis Evans-Greenwood

Exacting, United Kingdom, 2012. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Today's business environment seems to have been turned upside-down. Markets are breaking in two with some companies thriving while others flounder. Black swans - rare, extreme and disruptive events - seem to be occurring every year or so, not every few generations. Nowhere is this more obvious than in the consumer electronics industry where Apple is repeatedly setting record profits, driving it to become one of the largest publicly traded companies in the world while solid, reliable companies such as HP and Sony are finding it challenging to make any money at all. We're all struggling to navigate our way through this turbulence to find the calm on the other side of the storm. The New Instability shows you why there will be no calm after this storm, and provides you with the insight and practical advice you need to survive. The first part of The New Instability shows why today's turbulent business environment is not a passing phase, a rough patch to ride through on our way to the next calm period of business as usual. The book highlights...

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