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Welcome to the new economy: How business is radically changing in the 21st century

Eric Bartels

Er zijn mogelijk auteursrechten op dit materiaal van toepassing.

Welcome to the New Economy by Eric Bartels explores why the industrial business logic of the 20th century is no longer sufficient in this age of accelerating change, shifting human motivations, purpose, and AI. Based on more than twenty years of scientific research into leaders and organizations, this book reveals why and how a small group of companies radically outperforms their industries with new mindsets, skills, and business architectures. Drawing on over 600 in-depth interviews and research inside more than 100 organizations, this book reveals why and how this happens in this 21st century and how your business can achieve the same. Clear and accessible this non-fiction book is essential reading for professionals, entrepreneurs, policymakers and students seeking to understand the modern economy.