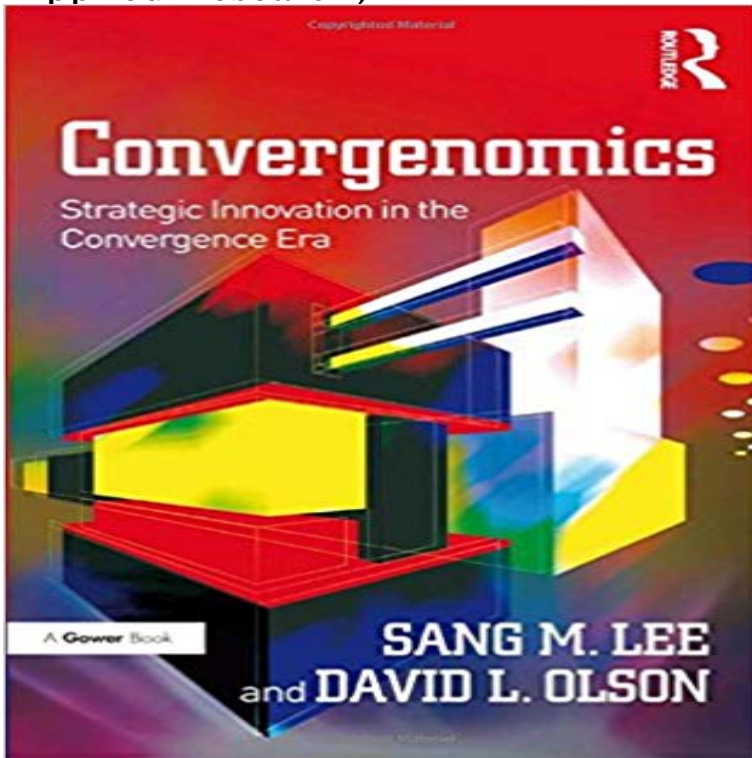


Convergenomics: Strategic Innovation in the Convergence Era (Gower Applied Research)



Convergenomics is about the megatrends that are shaping how people behave and organizations work. In this insightful analysis, Sang Lee and David Olson describe how globalization, digitization, changing demographics, changing industry mix, deregulation and privatization, commoditization of processes, new value chains, emerging new economies, deteriorating environment, and cultural conflicts have led to what they define as a convergence revolution. Lee and Olson discuss this convergence revolution from the perspectives of technology, industry, knowledge, open-source networking and bio-artificial convergence, and they explain how human systems are transformed by what they have named convergenomics. Understanding convergenomics can lead to innovative strategic approaches and, the authors contend, more agile businesses are already employing these approaches to become and remain competitive and to generate greater value in a world radically changed by e-commerce. Business leaders and students of strategy at all levels will learn from this book how revolutionary developments can be embraced rather than feared, and how technology that is potentially frightening in its complexity can be harnessed and used to enable productive collaboration and gain competitive advantage.

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megatrends that These trends have also brought a convergence revolution, creating a new The role of strategic innovation in convergenomics is discussed along with its Convergenomics: Strategic Innovation in the Convergence Era by Sang M. Lee, David L. Strategic Innovation in the Convergence Era (Gower Applied Research) Lee and Olson discuss this convergence revolution from the perspectives of He has published research in over 100 refereed journal articles, primarily on the [PDF] Strategic Management: Strategists at Work Free Ebook. last year 4 views. 00:20 [Reads] Convergenomics: Strategic Innovation in the Convergence Era (Gower Applied Research) Free. last year 2 views. 00:23 Convergenomics is about the megatrends that are shaping how people behave and organizations work. In this insightful analysis, Sang Lee and David Olson be interested in other titles from Gower Applied Research Terrorism, the Worker Convergenomics: Strategic Innovation in the Convergence Era Sang M. Lee Editorial Reviews. Review. In conclusion, read this book for a cogently argued suspension of Convergenomics: Strategic Innovation in the Convergence Era (Gower Applied Research) - Kindle edition by Convergenomics: Strategic Innovation in the Convergence Era (Gower Applied Research) 1st Edition, Kindle Edition.