The Ecosystem Economy: How to Lead in the New Age of Sectors Without Borders
Venkat Atluri, Miklós Dietz

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DESCRIPTION

Gear up and equip your organization for an entirely new competitive landscape

In The Ecosystem Economy: How to Lead in the New Age of Sectors Without Borders, two McKinsey & Company senior partners offer an incisive and eye-opening look at the emerging ecosystem economy and what it means for companies used to familiar sector siloes. In the book, you'll explore how the most successful companies in the new economy aren't the ones that have applied old-school best practices but, instead, have adopted entirely new mindsets and approaches for a fundamentally transforming market.

You'll also find:

• Explanations of why it’s so important for companies to adopt a new approach in the face of a foundationally changing economy (and what they stand to gain)

• How the new ecosystem economy will continue to evolve and change, dissolving the borders between the traditional sectors of the economy

• A comprehensive ecosystem playbook that can be applied to firms of any size and in any sector

As the barriers between sectors and disciplines come down, organizations everywhere will need to reshape their thinking about value propositions, competition, partnership, organizational and operating models, and performance management. The Ecosystem
Economy is your personal roadmap to navigating that new world. It's ideal for managers, executives, and other business leaders seeking fresh new strategies and practical approaches for markets that bear little resemblance to the ones that came before.

ABOUT THE AUTHOR

Venkat Atluri is Senior Partner at McKinsey. He works with top executives and boards to create value through end-to-end performance transformation, programmatic mergers and acquisitions (M&A), and new business building from scale-up to initial public offerings (IPO). He also advises venture capital and private equity investors. Venkat is a leading expert on the vast and emerging opportunities powered by software and hardware. A thought leader at McKinsey, Venkat is a prolific author and sought-after speaker at industry events. Prior to joining McKinsey, Venkat held global operating (P&L) leadership roles, overseeing large businesses and functions at General Electric as well as product development, management, and deployment at 3M. Outside of McKinsey, Venkat serves on the board of 1871--a successful start-up incubator--and CurrentWater, a nonprofit with a mission to nurture companies that are developing innovative water technologies to solve the world's water challenges.

Miklós Gabor Dietz, CFA, is the managing partner of McKinsey's Vancouver office. Since joining McKinsey's Budapest office in 2001, Miklois has led more than 300 engagements for both private- and public-sector organizations across 40 countries. In his current consulting work, he focuses on helping leaders unlock the potential of digital technology. He has advised large financial institutions on digital transformation programs, from overall program design and managing cultural shifts to strategic and tactical prioritization. And he has also supported the government and central bank of an Asian country in developing a next-generation financial infrastructure and digital banking strategy.

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