Navigating the Badlands: Thriving in the Decade of Radical Transformation
Mary O'Hara-Devereaux

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DESCRIPTION

In this groundbreaking book, Mary O'Hara-Devereaux -- an internationally renowned business forecaster -- shows how organizations can hone their competitive edge during these uncertain times. Using the metaphor of traveling through the badlands of the American West, *Navigating the Badlands* offers the principles, tools, transformative strategies, and essential understanding executives and business leaders need if they are to weather the rugged, global business landscape of the future. Throughout the book O'Hara-Devereaux reveals how business leaders can seize the opportunity to create new value from successful alliances, reach global markets, and find top talent.

ABOUT THE AUTHOR

Mary O'Hara-Devereaux is the CEO of Global Foresight and an internationally recognized business forecaster and strategist. She is the coauthor of *Globalwork* from Jossey-Bass. She has consulted for numerous global players, including ChevronTexaco, Coca-Cola, Motorola, Procter & Gamble, CITIC Pacific, Ericsson, Skandia, and Cable and Wireless as well as government agencies in the United States and China. In addition she has been a senior faculty member at the University of California, University of Hawaii, Peking University, and the Institute for the Future.