The Great Lockdown: Lessons Learned During the Pandemic from Organizations Around the World

Shivaji Das, Aroop Zutshi, Janesh Janardhanan

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DESCRIPTION

A collection of insider accounts describing the organizational impact of COVID-19

In *The Great Lockdown: Lessons Learned During the Pandemic from Organizations Around the Globe*, expert strategists Shivaji Das, Aroop Zutshi, and Janesh Janardhanan deliver an insightful exploration of this once-in-a-lifetime event to unearth invaluable learnings for the future. Told through the experiences of CXOs at billion-dollar companies, star start-ups, and non-profits from around the world, the book chronicles the ups and downs of sophisticated organizations as they navigated the COVID-19 crisis through initiatives impacting people, processes, and technology.

- Revealing case studies contributed by the CXOs of companies spanning multiple geographies - from the USA to Iran, Uganda to Hong Kong, and multiple sectors – social media, technology, aviation, luxury retail, healthcare, etc.

- Incisive analyses of the techniques and strategies that worked—or didn’t—for organizations during the COVID-19 pandemic, covering the role and evolution of leadership, organizational culture, innovation and digitization

- Practical guidance for business leaders to apply to their own firms in times of great economic upheaval: the next pandemic, climate disasters, cyber-attacks

The leaders contributing their organization's survival and revival stories include those from Julius Baer, SAP, Terumo, IndiGrid, Tapsi, Fonterra, Hornet Networks, Globalization Partners, beCuriou, GoGoX, Abacus Pharma, Real Wear Inc, SOS Children's Villages, Bangalore International Airport, and A Lange & Sohne.
Perfect for executives, managers, and other business leaders, *The Great Lockdown* is an invaluable addition to the libraries of anyone interested in case studies of corporate resilience and endurance in the face of unprecedented economic challenges.

**About the Author**

**Aroop Zutshi** (Fremont, CA; https://ww2.frost.com/) is Global President and Managing Partner at Frost & Sullivan and an advisor to billion-dollar organizations and government agencies around the world. He is a regular speaker at industry events, such as Intelligent Mobility Japan, Growth Innovation & Leadership Summit, and Impact of COVID-19 on industries.

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