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While Creating The Future

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### **Dual Transformation How To Reposition**

Dual Transformation lays out an approach to reposition today's business to maximize its resilience while at the same time creating tomorrow's new growth engine. By leveraging difficult-to-replicate assets and capabilities, companies can create transformative new business models and gain

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advantage.

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Dual Transformation shows you how your company can come out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to create massive new markets.

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Game-changing disruptions will likely unfold on your watch. Be ready. In Dual Transformation, Scott Anthony, Clark Gilbert, and Mark Johnson propose a practical and sustainable approach to one of the greatest challenges facing leaders today: transforming your business in the face of imminent disruption. Dual Transformation shows you how your company can come out of a market shift stronger and ...

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Dual transformation is about expanding into markets that were previously difficult to serve, enabled by a capabilities link between transformations A and B. Capabilities must be carefully chosen from A to provide true value to B and actively managed with a bias toward B.

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Transformation A: Reposition today's business to maximize its resilience.  
Transformation B: Create a new growth engine. Capabilities link: Fight unfairly by taking advantage of difficult-to-replicate assets without succumbing to the "sucking sound of the core.").

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That moment starts with the core dual transformation framework:

Transformation A: Repositioning today's business to maximize its resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service; Transformation B: Creating a new growth engine, such as how Amazon became the world's largest provider of cloud computing services; Capabilities link ...

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Dual Transformation—How to Reposition Today's Business While Creating the Future By Scott D. Anthony, Clark

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Gilbert, and Mark W. Johnson Harvard Business Review Press Reviewer: Sadie-Jane Nunis Apt Read for All during Trying Times THIS is my first book from these authors and I definitely know it will not be my last.

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Dual Transformation guides executives on how to help their organizations become the next version of themselves. The Dual Transformation approach focuses on repositioning today's business to maximize its resilience while at the same time creating tomorrow's new growth engine.

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## **Dual Transformation: How to Reposition Today's Business ...**

To succeed, leaders must be able to successfully execute a dual business transformation. On the one hand they need to reposition and make more resilient the existing business, while on the other they need to focus on creating tomorrow's business by finding new ways to solve new problems.

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