



## The Economist: Managing Uncertainty: Strategies for Surviving and Thriving in Turbulent Times

By Michel Syrett, Marion Devine

Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Economist: Managing Uncertainty: Strategies for Surviving and Thriving in Turbulent Times, Michel Syrett, Marion Devine, This book looks at managing uncertainty as a new business imperative. It \*analyses the sources and triggers of business turbulence, and explores different models for classifying uncertainty \*explores the cost of uncertainty in the shape of business disruption and lost opportunities - as well as the price paid by staff in the shape of psychological stress, diminished job satisfaction, trust and commitment. \*shows how embracing uncertainty can lead to greater innovation and business growth \*draws on new thinking from practitioners, academics and consultants and the experiences of a wide variety of organisations including Intel, Procter & Gamble, Siemens, Boeing, Qinetiq, Philips, China Telecom, Ford, Apple, Nokia, Mars, Shell and Glaxo SmithKilne. Managing Uncertainty is aimed at business leaders and managers who are looking for new ideas and approaches that will help them to succeed in the highly uncertain times we live in today.



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