

BOOK OF THE MONTH SUMMARY

FOR MEMBERS

OVERVIEW

Strategic Transformation

Changing While Winning

by Manuel Hensmans, Gerry Johnson and George Yip

Key things you will learn.

- Why established, long-profitable companies decline and die
- What the characteristics of a successful “strategic transformation” are
- How three UK companies made such transformations
- How to apply the general principles of strategic transformation in your organization

Overview.

Professors Manuel Hensmans, Gerry Johnson and George Yip identify three basic strategic concepts and four essential traditions embraced by companies that successfully changed. As a company dodges an onrushing disaster, another crisis looms and then another, but the successful organization morphs and profits all the while.

About the Author.

Manuel Hensmans teaches strategic management at Solvay Brussels School of Economics and Management, ULB. Gerry Johnson is emeritus professor of strategic management at Lancaster University School of Management. George Yip teaches management and is co-director of the Centre of China Innovation at the China Europe International Business School.

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