



# **The Network Challenge (paperback): Strategy, Profit, and Risk in an Interlinked World**

*Paul R. Kleindorfer, Yoram (Jerry) R. Wind, Robert E. Gunther*

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Networks and the Enterprise: Breakthrough Thinking and Actionable Strategies

“This book presents an amazing collection of insights on underlying forces and ways to thrive in our post-Coaseian age—an age in which the centralized firm is changing into an agile and resilient network of participants. A must read for a world where unpredictability reigns supreme.”

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“I couldn’t wait to get my hands on this research...I have already begun to put the ideas into practice in designing next-generation open innovation networks...the diversity of ideas and perspectives is truly amazing and will be a terrific resource to anyone seeking to move to new business models based on the power of networks for innovation, marketing, and creating and leveraging big ideas. Job well done!”

—Larry Huston, Creator of the “Connect and Develop” program for Procter & Gamble, and Managing Director of 4iNNO, a major Open Innovation consulting practice

“In our borderless world, every manager needs to understand the strategic implications of networks. For the first time, *The Network Challenge* brings together thought leaders from many fields—a team of experts as broad as the network challenge itself.”

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*Networks define modern business.* Networks introduce new risks (as seen by the rapid spread of contagion in global financial markets) and opportunities (as seen in the rapid rise of network-based businesses).

While managers typically view business through the lens of a single firm, this book challenges readers to take a broader view of their enterprises and opportunities.

This book’s 28 original essays include

**CK Prahalad** on networks as the new locus of competitive advantage

**Russell E. Palmer** on leadership in a networked global environment

**Dawn Iacobucci** and **James M. Salter II** on the business implications of social networking

**Franklin Allen** and **Ana Babus** on contagion in financial markets

**Steven O. Kimbrough** on artificial intelligence, evolutionary computation, and networks

**Satish Nambisan** and **Mohan Sawhney** on tapping the “global brain” for innovation

**Manuel E. Sosa** on coordination networks in product development

**Christophe Van den Bulte** and **Stefan Wuyts** on customer networks

**Christoph Zott** and **Raphael Amit** on using business models to drive network-based strategies

**Yoram (Jerry) Wind, Victor Fung, and William Fung** on network orchestration

**Valery Yakubovich and Ryan Burg** on network-based HR strategy

**Howard Kunreuther** on risk management strategies for an interdependent world

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