Adaptive Enterprise: Creating and Leading Sense-And-Respond Organizations

Stephan H. Haeckel

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Adaptive Enterprise: Creating and Leading Sense-And-Respond Organizations Stephan H. Haeckel Adaptive Enterprise outlines the new sense-and-respond business model that helps companies anticipate, adapt, and respond to continually changing customer needs. Author Stephan Haeckel shows how large, complex organizations can adapt in a systematic way to the unpredictable demands of rapid, relentless change--if the organization is designed and managed as an adaptive system. In fact, the only kind of strategy that makes sense in the face of change is a strategy to become adaptive. Haeckel maps out a step-by-step plan that firms can use to transform themselves into a new type of organization, one where change is not a problem to be solved but rather a source of energy, growth, and value. Adaptive Enterprise is both a new way of thinking about business and a prescription for leadership of post-industrial organizations. It is, as Adrian Slywotsky says in his foreword, "a book that will influence the influencers of business thought."

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