

## The Agile CEO: Strategies for Success

Download and read *IESE Insight* magazine (Issue 23, Q4 2014) on CEO strategies for success.



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This magazine will help you engage with the challenges of our times, with an agenda for CEOs to shape the path ahead. Featuring:

- **Rafael Andreu & Joan E. Ricart** emphasize that CEOs need to be disciplined in their decision-making, innovative in their work and responsible for their people,

making ethics an integral part of an interdependent, dynamic general management framework.

- **Fabrizio Ferraro & Bruno Cassiman** call upon corporate leaders to use strategic arbitrage, business model experimentation and organizational orchestration to deal with the challenges posed by Globalization, Digitalization and Politicization — the new GDP of our times.
- **Michael Tushman** urges corporate leaders to embrace paradox, being equally adept at exploiting current business success while simultaneously exploring profitable new avenues — in other words, becoming an ambidextrous leader.

Elsewhere in this magazine:

- **Hakan Ener** reveals smarter ways for customer-facing managers and employees to generate ideas, assess their potential and measure their progress, so that the startup spirit finds free expression in the corporate world.
- **Thales S. Teixeira** describes four different ad types and recommends how best to use each one to reach today's media-multitasking consumers.

We interview **Thomas Rabe**, Chairman and CEO of **Bertelsmann**, who believes the Digital Revolution is not all bad news for traditional media industries like his.

Our case feature asks: How should **Torres** go about marketing its non-alcoholic white wine Natureo?

Finally, intelligence experts suggest how to transform big data into competitive advantage.

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