

The Agile CEO: Strategies for Success

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



October 1, 2014

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.

Array

www.iese.edu/insight