

Industry 4.0

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IESE Insight magazine Issue 33 (Q2 2017) has everything you need to get ready for the next industrial revolution.

From infrastructure changes to emerging business models to cybersecurity, our dossier is your survival guide, featuring:

- **Marc Sachon** explains Industry 4.0 and its implications, so that companies can move to protect their value chains and find new opportunities for growth.
- **Javier Zamora** presents a framework to help businesses tap connected data and pinpoint the programmable elements of their value proposition.
- **Elmar Padilla** recommends how companies enthusiastic about the possibilities of Industry 4.0 can defend themselves against cyberattacks.

Elsewhere in the magazine, **Carlos Rey, Nuria Chinchilla & Nuno Pitta** attest to the motivating power of management by missions.

Joshua Gans & Scott Stern lay out the strategic choices that need to be considered at each step of the entrepreneurship journey.

Plus: Andrew Lack, Chairman of NBC News and MSNBC, sorts fact from fiction in a post-truth world. Executives debate whether now is the time to abandon current production plans and bet on a promising technology. And William F. Baker shares lessons for innovation, branding and sustainability when designing the world's tallest tower.

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