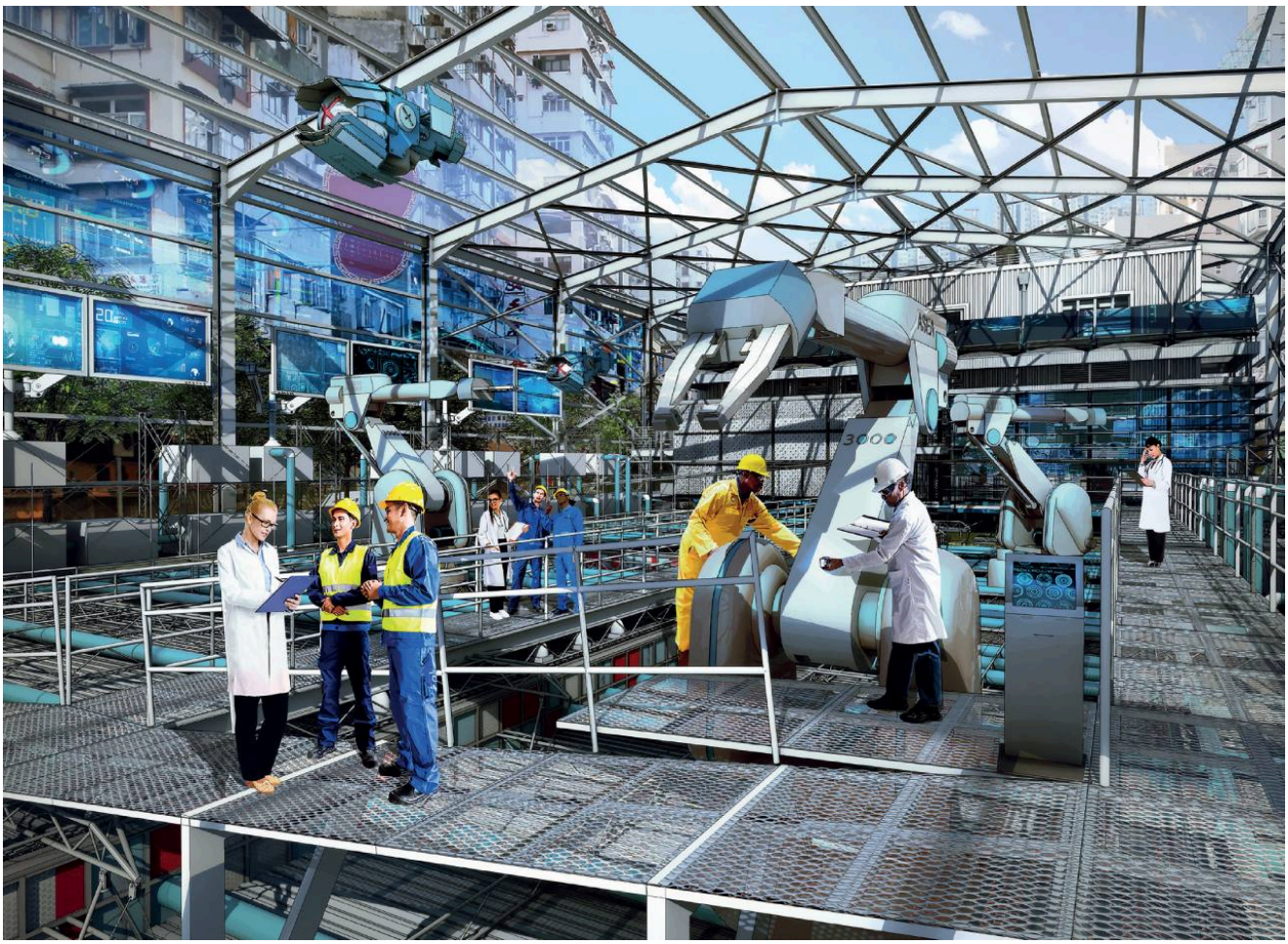
Industry 4.0

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

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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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