



Adaptability: The Art of Winning In An Age of Uncertainty

Max McKeown

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All success is successful adaptation. All failure is a failure to adapt. Adaptability is about the powerful difference between adapting to cope and adapting to win. Fascinating real-world examples from business, government, and sport, military and wider society bring the rules of adaptability to life. From the world's most innovation corporations to street-level creativity emerging from the slums. From McDonalds to Sony, from post-war Iraq to the revolutions of the Arab Spring, from the bustling markets of Hong Kong to the rubber marked circuit of the Monte Carlo Rally. With insightful rules, Max Mckeown shows you how to increase the adaptability of your organization to create winning positions. Human history is a story of competition to adapt between groups and individuals. It has never been more important to understand how to think better and adapt.

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