



DEEP INSIGHT

The Agile CEO: Strategies for Success

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MEDIA MULTITASKING

Which ads drive online sales?

CORPORATE ENTREPRENEURSHIP

Six keys to release ideas for profitable growth

FOSTERING A DIGITAL MIND-SET

Interview with Thomas Rabe, Chairman & CEO of Bertelsmann

TORRES WINERY

Tips for uncorking the market

- THE GENUINE RESPONSIBILITIES OF THE CEO
- THREE TRENDS THAT WILL CHANGE HOW YOU MANAGE
- LEADERSHIP TIPS FOR TODAY TO STAY IN THE GAME TOMORROW

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students from these
schools could access
to the right
information, in the
right place and at
the right time.
It imagined an
excellent service
for the future
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PERSONAL INSIGHT

"It's important to foster a digital mind-set."

Thomas Rabe, Chairman & CEO of Bertelsmann, believes the Digital Revolution is good news for media industries like his. **41**

EXPERT INSIGHT

Six Keys to Release Ideas for Profitable Growth

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- 5** Pedro Videla insists that the sharing economy makes doing business more interesting.
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■ Three Trends That Will Change How You Manage

Fabrizio Ferraro and Bruno Cassiman call upon corporate leaders to use strategic arbitrage, business model experimentation and organizational orchestration to deal with the challenges posed by globalization, digitization and politicization. **23**

■ Leadership Tips for Today to Stay in the Game Tomorrow

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. **31**

DEEP INSIGHT



The Agile CEO: Strategies for Success

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

■ The Genuine Responsibilities of the CEO

Rafael Andreu and 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. **15**



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