

DEEP INSIGHT

Knowledge Beyond Borders

INSIDE

STRATEGIC LEADERSHIP

A road map for successful strategy execution

THE RETAIL REVOLUTION

Rethinking the funnel for the omnichannel age

"NO ROOM FOR SMALL DREAMS"

SAP CEO Bill McDermott always takes the tough assignments

YOUTUBE

Where should it go next?

- BUILDING BLOCKS FOR HEALTHY ALLIANCE COORDINATION**
- DOES MY PARTNERSHIP NEED A JOINT STEERING COMMITTEE?**
- LEARNING THROUGH LICENSING WHEN ANGLING FOR INNOVATION**

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PERSONAL INSIGHT

"No Room for Small Dreams"

SAP CEO Bill McDermott advises aspiring business leaders to always take the tough assignments. **37**



WIDER INSIGHT

Reaching for the Stars

Pedro Duque, the first Spaniard to go up into space, shares some out-of-this-world insights. **65**



EDITORIAL

- 4** Antonio Argandoña says use your observations to generate new knowledge and go on an intellectual adventure.

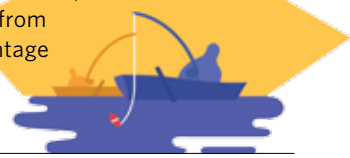
MY INSIGHT

- 5** Heinrich Liechtenstein poses Brexit scenarios for investors, contained in the 2018 Venture Capital and Private Equity Country Attractiveness Index.
- 6** Rasmus Hougaard offers tips to put the humanity back into management.

EARLY INSIGHT

- 7** Achieving gender equality at work; why managers don't necessarily invest in CSR; leveraging people's natural urge to complete sets; a Chinese model for supplier financing; the world in 2018; the advantages of multiculturalism; why we overspend on marketing.

- **Does My Partnership Need a Joint Steering Committee?**
Jeffrey J. Reuer and Shivaram V. Devarakonda discuss when it may be appropriate to set up a steering committee in non-equity alliances. **23**
- **How to Hook Knowledge When Angling for Innovation**
Solon Moreira sees three necessary preconditions when licensing knowledge through strategic alliances, to protect yourself from getting taken advantage of by partners. **29**



EXPERT INSIGHT

44 A Road Map for Successful Strategy Execution

Fabrizio Ferraro, José Miguel Argüelles and Massimo Maoret define their model of strategic leadership, illustrated by Federico Minoli, renowned for turning around Ducati.

EXPERT INSIGHT

53 Rethinking the Funnel for the Omnichannel Age

Guillermo D'Andrea highlights the latest retail sector trends, so that brands and businesses can adapt to the consumer of the future.

BUSINESS INSIGHT

60 YouTube: How to Replay Success?

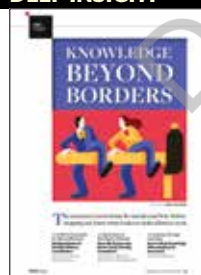
Executives consider which way YouTube should go next, and whether Susan Wojcicki is the right CEO for the job.

LAST INSIGHT

70 The Importance of Context

Josep M. Rosanas and Rafael Andreu pay tribute to the lasting contributions of IESE professor Antoni Subirà.

DEEP INSIGHT



Knowledge Beyond Borders

The resources you need may lie outside your firm. Before stepping out, know what it takes to make alliances work.

- **Building Blocks for Healthy Alliance Coordination**
Africa Ariño and Rafael Andreu use the case of a healthcare alliance to show how partners can better coordinate their activities to improve their joint performance. **15**

