

# Beating the Global Odds: Successful Decision-making in a Confused and Troubled World

By Paul A. Laudicina



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### The Answer to Global Overload

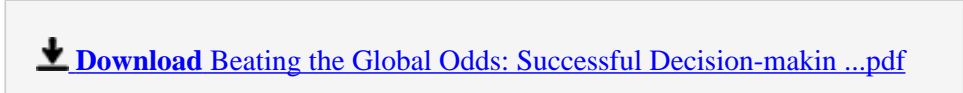
Contending with the 24/7 news cycle and an endless barrage of choices and information has stymied leadership and decision-making strategies among those at the top. But we all know, this is not a just a problem for the elite. The broad-based reaction to this chaotic, unmanageable assault has been to retrench, and to focus on immediate, controllable decisions. In the process, we lose sight of the horizon. More dangerous still, is the shift we've seen from *value* creation to *wealth* creation, where information technology 1.0 has enabled a transaction-based society in which the "deal" is more important than the value it drives or the relationships it is based on. On our current path, the odds of a better future are slim.

What we need is a new value proposition.

*Beating the Global Odds* is the answer to the dangers of too much of a good thing. There's no going back, but there is the opportunity to set things right. In this book, Paul A. Laudicina, Managing Partner and Chairman of the Board of global consulting firm A.T. Kearney, provides a fast-paced and engaging tour of how we got to this point and what we can do about it.

Drawing on examples from everything from world history and current media to anecdotes from his vast network of CEOs and the world's most innovative thinkers, Laudicina helps bring our world of seemingly fuzzy and disconnected pixels into sharp focus.

The result is a compelling case for change and call to action—not only for global leaders but also for everyone who struggles with the question of how we can inspire and seize a better future... how we can beat the global odds.



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### Editorial Review

From the Inside Flap

**More than any other time in human history**, it's possible—even necessary—to be plugged in to what's going on 24/7. But while the widespread proliferation of information can yield great benefits, the overall result has been a drastic decrease in original thinking, fresh innovation, and much-needed leadership, and a move towards a more fragmented society. This book is here to help, showing you how to cut through the clutter and regain your focus as you confront the challenges of the future.

The ultimate road map to building a better, more cohesive, and more coherent tomorrow, for your business, your world, and yourself, *Beating the Global Odds: Successful Decision-Making in a Confused and Troubled World* is designed to help business leaders and readers overcome the confusion of the twenty-first century and start working together with clear purpose.

Change is essential, and in this book, A.T. Kearney CEO Paul Laudicina takes a behind-the-scenes look at the people and institutions that are thinking big to repair the international social fabric and help pave the way for a better future so that you can follow in their footsteps. Showing you where to look for new insights and ideas, how to widen your lens, and why you need to master scenario planning in order to make sense of today's world, Laudicina presents a comprehensive and insightful look into the information overload threatening businesses everywhere and how you can fight back.

Emphasizing the importance of staying true to your core values as you work to build a more focused life for yourself and your company, *Beating the Global Odds* shows how the future is yours for the making.

From the Back Cover

#### PRAISE FOR *BEATING THE GLOBAL ODDS*

"As countries, companies, and individuals seek to solve the calculus for sustainable growth, this brisk and compelling volume by one of the world's foremost business strategists couldn't have come at a better time."  
—**Muhtar Kent**, Chairman and CEO, The Coca-Cola Company

"A tour de force. Great leaders, and those who aspire to leadership, should focus on and absorb the important lessons of *Beating the Global Odds*."  
—**Klaus Schwab**, Executive Chairman and founder, World Economic Forum

"By drawing on a huge diversity of sources, by encouraging us all to become 'discerning omnivores,' and by applying the sum of his own peerless experience, Paul Laudicina helps us understand not just what needs to be done but also how to do it."  
—**Sir Martin Sorrell**, CEO, WPP

"Laudicina blends ... the insights he gained from successfully turning around one of the most respected consulting firms with the best lessons management theorists and social scientists have to offer ... an indispensable book—crisp, original, easy to read, practical, and inspirational all at the same time."  
—**Moisés Naím**, Senior Associate, Carnegie Endowment; author, *The End of Power: Why It's Easier to Get*,

*Harder to Use, and Nearly Impossible to Keep*

"Beating the Global Odds shows us how to turn the desire to win into action—through concrete, pragmatic, realistic advice."

—**Kevin Roberts**, CEO Worldwide, Saatchi & Saatchi

"A concise and gripping breviary for the knowledge economy of the twenty-first century—the distilled wisdom of a thinker and a doer, a rare breed in the boardrooms of the world."

—**Josef Joffe**, Editor, *Die Zeit*, Hamburg; Senior Fellow, Stanford University

"*Beating the Global Odds* is a timely wake-up call for today's CEOs, who must work harder than ever to seize the opportunities and manage the acute risks."

—**John Quelch**, Dean, China Europe International Business School (CEIBS), Shanghai

About the Author

**Paul A. Laudicina** is the CEO, chairman of the board, and managing partner at global management consulting firm A.T. Kearney, and the founder and chairman of the firm's Global Business Policy Council. With over forty years of professional experience in government, research, business, and at the United Nations, he has worked with leaders from all backgrounds across a broad range of strategic, corporate, and public policy issues. The author of *World Out of Balance*, one of the top business books of 2005, Laudicina was named to *Consulting* magazine's annual ranking of the "Top 25 Most Influential Consultants" in 2005 and 2007.

## Users Review

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Do you have favorite book? For those who have, what is your favorite's book? Publication is very important thing for us to know everything in the world. Each e-book has different aim or goal; it means that e-book has different type. Some people really feel enjoy to spend their time and energy to read a book. They are reading whatever they acquire because their hobby will be reading a book. Think about the person who don't like studying a book? Sometime, particular person feel need book when they found difficult problem or even exercise. Well, probably you should have this *Beating the Global Odds: Successful Decision-making in a Confused and Troubled World*.

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**Maurice Henkel:**

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