



Summary : The Upside - Adrian Slywotzky and Karl Weber: The 7 Strategies for Turning Big Threats into Growth Breakthroughs

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Complete summary of Adrian Slywotzky and Karl Weber's book: "The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs".

This summary of the ideas from Adrian Slywotzky and Karl Weber's book "The Upside" shows that the new strategic imperative in business is to find practical ways you can harness the upside growth potential of every moment of maximum risk to your organization. If you can use these events to generate some genuine growth breakthroughs, situations of maximum risk can become your greatest source of future profits and reward. This summary will teach you how to think about risk in a different way using a simple two-step process.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Upside" and discover the key to sharpening your business strategy.

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