



To BCG's network around the world,

BCG has been writing about business strategy for more than half a century, picking up on moments of great change and offering fresh ways to head into the future. A perfect example is [*Competing Against Time: How Time-Based Competition Is Reshaping Global Markets*](#), which Apple CEO Tim Cook was still giving to colleagues decades after it was published in 1990. And [*Blown to Bits: How the New Economics of Information Transforms Strategy*](#), published in 2000, let us know how the information economy would change our lives and whole sectors of the economy.

I'm excited to share the news that our next book is here: [*Beyond Great: Nine Strategies in an Era of Social Tension, Economic Nationalism, and Technological Revolution*](#). In this book, which touches on so many of the themes I've been writing to you about in recent months, BCG's Arindam Bhattacharya, Nikolaus Lang, and Jim Hemerling explain how the choices that business leaders face today are more complex and present greater risks and returns than those of the past. As a result, the approaches that have helped companies become and stay great are no longer enough.

The societal and economic crisis we're living through has only added another layer of stress and challenge. But difficult environments are often fertile periods for innovation and transformation. *Beyond Great* provides a playbook—a set of nine fundamental strategies that are not just meant to be used when times get better. These are urgent priorities for right now.

What I love most about this book is that the authors share real-life

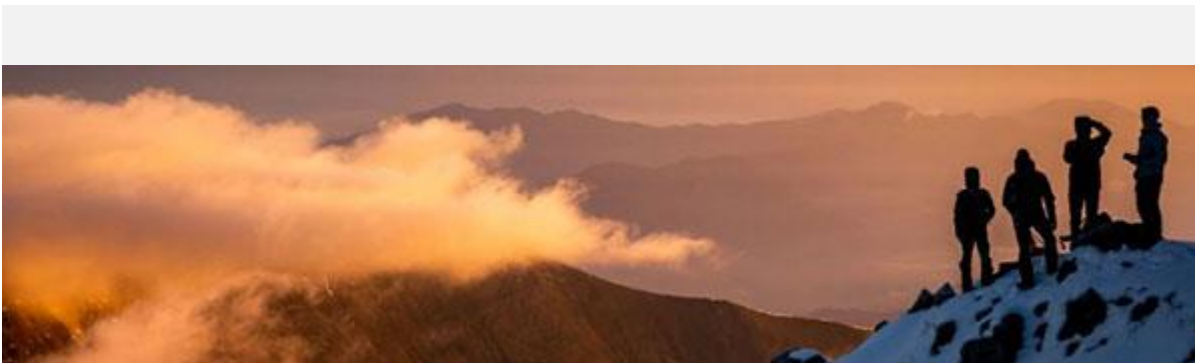
examples of companies that are making these strategies work. If you're like me, you'll be fascinated by the fact that most of them are not the digital natives that garner so much attention but incumbent firms in manufacturing, agriculture, consumer products, and other more traditional industries. The authors tell us that any leader can cultivate practices that will foster the transformation skills and mindset required to go *beyond*.

Now is not the time to be timid, no matter how daunting today's challenges seem. *Beyond Great* not only shines a light on what will define success throughout this decade but provides a playbook for becoming more responsive, sustainable, successful, and resilient in highly volatile times. I hope you'll enjoy it as much as I did.

Please find links below to more information about the book, as well as other related content. Looking forward to connecting again next week.



Rich Lesser
Chief Executive Officer



How to Build Sustainable Business Advantage in a World Where Great Is No Longer Good Enough

The 21st-century enterprise must do more in this volatile, bewildering time than just be great. It has to go beyond great, building sustainable business advantage benefiting all stakeholders, not just shareholders. How? Business

leaders have to adopt a radical new playbook—one that helps their companies become resilient in the face of even the most volatile situations.

Deploying this new playbook won't be easy—but business leaders can discover the rules for success in BCG's new book, *Beyond Great*.



How to Lead in the New Reality

To navigate the coronavirus pandemic, business leaders must address the immediate crisis while simultaneously preparing for a transformed future. There will be no return to normal.



Globalization Isn't Declining—It's Transforming

Today's headlines suggest that globalization is on the decline, but researcher Arindam Bhattacharya argues that it's not going extinct—it's evolving.