



Managing Uncertainty: Strategies for Surviving and Thriving in Turbulent Times

Michel Syrett, Marion Devine

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A guide to understanding and responding to business uncertainty in the twenty-first century

Managing uncertainty has become a new business imperative. Technological discontinuities, regulatory upheavals, geopolitical shocks, abrupt shifts in consumer tastes or behavior, and many other factors have emerged or intensified in recent years and together conspire to undermine even the most carefully constructed business strategies. *Managing Uncertainty: Strategies for Surviving and Thriving in Turbulent Times* addresses these new challenges, assessing the sources of business turbulence, how to classify uncertainty, and the different ways in which uncertainty can be embraced to allow greater innovation and growth.

Drawing on examples from around the world, the book presents the most recent ideas on what it means to manage uncertainty, from practitioners, academics, and consultants.

- Addresses the challenges of managing uncertainty in business
- Presents a step-by-step guide to managing business uncertainty
- Draws examples from major international companies, including Intel, Procter & Gamble, Siemens, Boeing, Philips, Ford, Apple, and many more

Written for business leaders and managers looking for new ways to ensure that their businesses continue to thrive in a world of increasing complexity, *Managing Uncertainty* presents new and innovative ideas about reducing risk by understanding difficult-to-predict shifts.

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