



The Second Curve: Radical Strategies for Managing Change

Ian Morrison

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In *The Second Curve*, Ian Morrison creates a revolutionary new business model that can be used no matter what the market upheaval. His theory is simple: you must ride the first curve -- a company's traditional business carried out in a familiar corporate climate -- to the all-important second curve. The second curve is the future -- of new technologies, new consumers, and new markets that will combine to bring about a sweeping and irrevocable alteration in the way every business must organize and function.

This AudioBook sets forth all the crucial strategies businesses need to confront the second curve and explains how they can apply these strategies to rapidly changing situations. Ian Morrison draws on his own path-breaking work as a consultant to business giants from AT&T to Dow Jones to explore how the two-curve concept works in the real world. He analyzes a wide spectrum of business triumphs and turnarounds, among them how Pitney Bowes jumped on the second curve by investing in developing Paragon and other technologies; how Netscape capitalized on the untapped power of the World Wide Web with their stunningly successful browser software, Navigator; how Nestle tries to maych their products to the tastes, purchasing power, and desire for convenience of particular markets.

Change is sweeping through the corporate world and the future will belong only to those who have the tools and vision to embrace it. This brilliant, groundbreaking AudioBook is an essential guide for the business leaders of tomorrow.

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