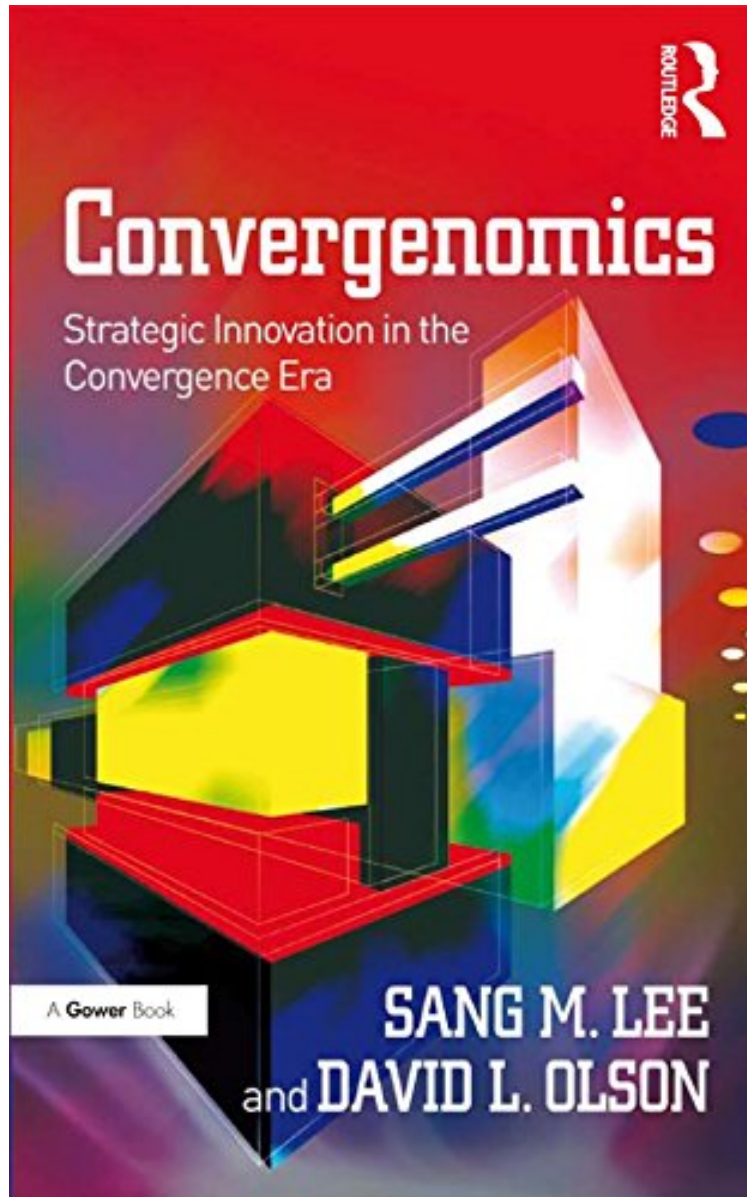


Convergenomics: Strategic Innovation in the Convergence Era (Gower Applied Research)

Sang M. Lee, David L. Olson
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provoking and applicable to today's changing world. The author had many years of experience and insights into this area.

Convergenomics is about the megatrends that are shaping how people behave and organizations work. In this insightful analysis, Sang Lee and David Olson describe how globalization, digitization, changing demographics, changing industry mix, deregulation and privatization, commoditization of processes, new value chains, emerging new economies, deteriorating environment, and cultural conflicts have led to what they define as a convergence revolution. Lee and Olson discuss this convergence revolution from the perspectives of technology, industry, knowledge, open-source networking and bio-artificial convergence, and they explain how human systems are transformed by what they have named convergenomics. Understanding convergenomics can lead to innovative strategic approaches and, the authors contend, more agile businesses are already employing these approaches to become and remain competitive and to generate greater value in a world radically changed by e-commerce. Business leaders and 'students' of strategy at all levels will learn from this book how revolutionary developments can be embraced rather than feared, and how technology that is potentially frightening in its complexity can be harnessed and used to enable productive collaboration and gain competitive advantage.

'In conclusion, read this book for a cogently argued suspension of the conventional wisdom on the creation of economic value. Read it for clearly presented descriptions of the mega trends and convergence examples that have shaped the current economic landscape and will continue to do so. Read it as a platform for formulating strategies that provide innovative and valuable new products and services to the market. Finally, just read it.' --Service BusinessAbout the AuthorSang M. Lee is the University Eminent Scholar and FirstTier Bank Distinguished University Professor at the University of Nebraska-Lincoln. He has authored or co-authored over 250 refereed journal articles, 35 books, and many other publications, mostly in MIS and operations innovation areas. He is a Fellow of the Academy of Management, Decision Sciences Institute, and Pan-Pacific Business Association. He has received four honorary degrees for his contribution to global business education. David L. Olson is the Stuart Chaired Professor of MIS and Chancellor's Distinguished Chair at the University of Nebraska-Lincoln. He has published research in over 100 refereed journal articles, primarily on the topic of multiple objective decision-making. He has authored or coauthored 20 books, including Decision Aids for Selection Problems, Managerial Issues of Enterprise Resource Planning Systems, and Introduction to Business Data Mining. He is a Fellow of the Decision Sciences Institute.