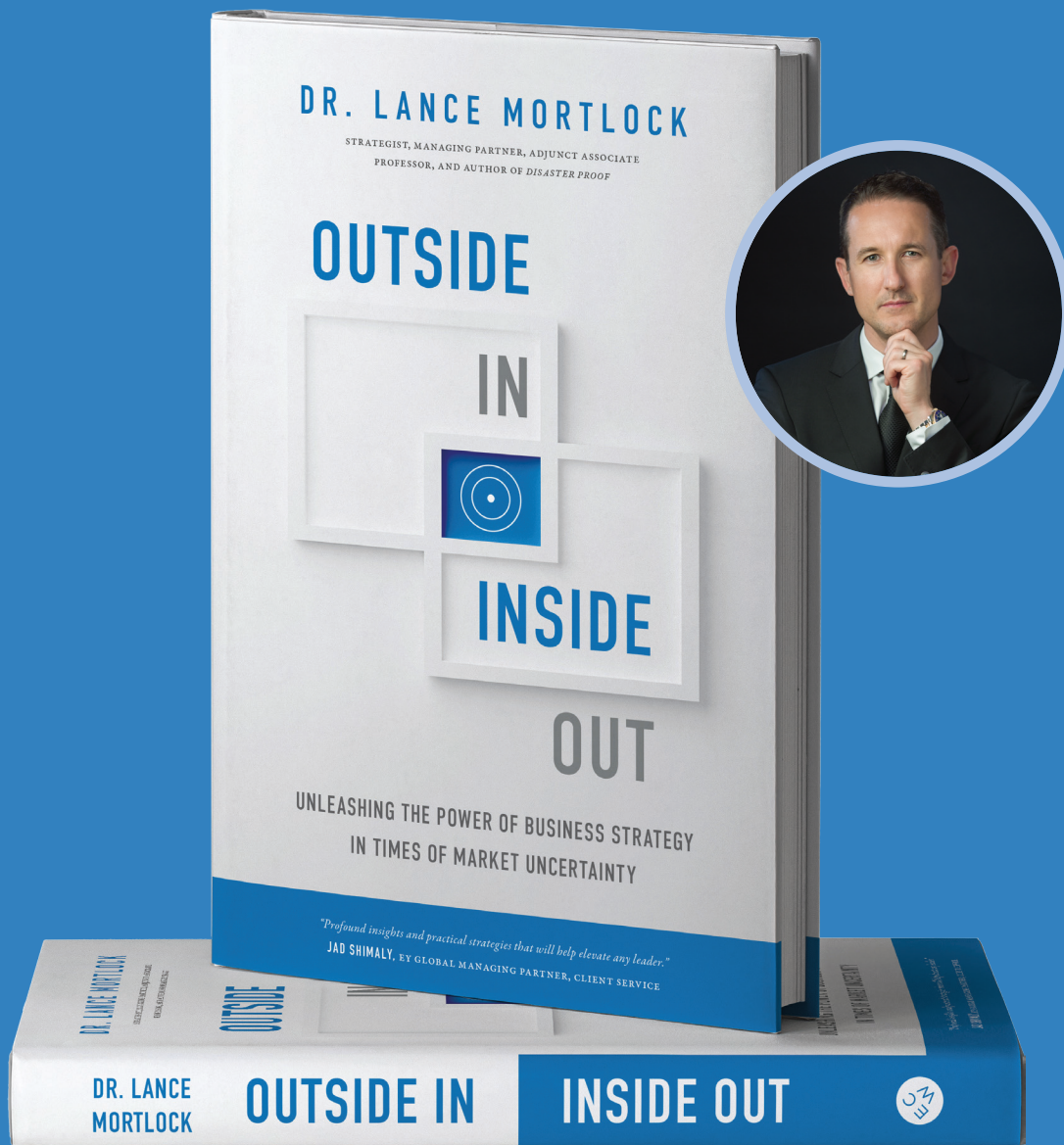


OUTSIDE IN, INSIDE OUT

UNLEASHING THE POWER OF BUSINESS STRATEGY IN TIMES OF MARKET UNCERTAINTY



Outside In, Inside Out is an integrated, easy-to-digest how-to guide that will challenge assumptions and offer tips and tricks of what to do — and, equally importantly, what not to do — to ensure any business develops a competitive edge and achieves success in today's complex world. **Dr. Lance Mortlock** takes readers on a journey inside the many organizations for which he has acted as an adviser and brings to the book a practitioner's in-depth perspective, drawing on nearly three decades of strategic work with more than 80 companies in 11 countries.

