



Magnus Penker

Play Bold: How to Win the Business Game through Creative Destruction

World-renowned thought leader, Magnus Penker, details a modern approach to innovation in his latest work *Play Bold - How to Win the Business Game Through Creative Destruction*.

Warning! This book is disruptive! Reading the following episodes and implementing the advice therein may result in double digit growth, outperforming competitors, new revenue streams, exceptionally faster and cheaper processes, and revamped business models that can help keep you on top.

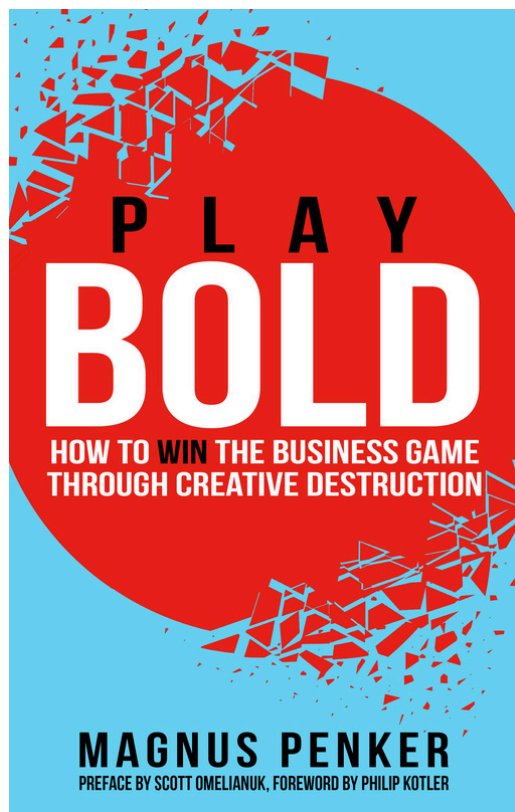
Start reading now to:

- learn why you should stop LISTENING to your customers;
- understand why asking yourself "How can I improve this product?" is counterproductive to true innovation;
- discover how to identify and mitigate the corporate antibodies that kill innovation;
- gain the capability and culture necessary to jump from S-curve to S-curve so you never again find yourself going down with the ship;
- learn why playing it safe is the surest way to a slow death in today's globalized economy;
- discover the power of the universal undo button to nullify mistakes before they happen;
- discover why the lifespan of companies is rapidly shrinking and what that means for you and your business;

And much, much more!

Play Bold finally and comprehensively answers the question: Why is it that some companies succeed where others—even those with great potential—simply seem to fail?

Magnus Penker is an internationally-renowned thought leader on innovation, digitization, and business transformation. He has spoken at the Global Peter Drucker Forum and has been honored with two Business Worldwide Magazine awards for his achievements. Additionally, he has launched 10 start-ups and has acquired, turned around, and sold over 30 SMEs all over Europe. Through his bestselling books on innovation, digitization, and IT engineering and his more than 20 years of experience as a management consultant and business leader, Mr. Penker inspires leaders to find a new way of thinking and organizing to stay on top.



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"Timely and compelling, Magnus Penker brings fresh eyes and insights to the challenge of innovation." - Ginger Grant, PhD