



# **The Network Challenge (paperback): Strategy, Profit, and Risk in an Interlinked World**

*Paul R. Kleindorfer, Yoram (Jerry) R. Wind, Robert E. Gunther*

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Networks and the Enterprise: Breakthrough Thinking and Actionable Strategies

“This book presents an amazing collection of insights on underlying forces and ways to thrive in our post-Coaseian age—an age in which the centralized firm is changing into an agile and resilient network of participants. A must read for a world where unpredictability reigns supreme.”

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“I couldn’t wait to get my hands on this research...I have already begun to put the ideas into practice in designing next-generation open innovation networks...the diversity of ideas and perspectives is truly amazing and will be a terrific resource to anyone seeking to move to new business models based on the power of networks for innovation, marketing, and creating and leveraging big ideas. Job well done!”

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“In our borderless world, every manager needs to understand the strategic implications of networks. For the first time, *The Network Challenge* brings together thought leaders from many fields—a team of experts as broad as the network challenge itself.”

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*Networks define modern business.* Networks introduce new risks (as seen by the rapid spread of contagion in global financial markets) and opportunities (as seen in the rapid rise of network-based businesses).

While managers typically view business through the lens of a single firm, this book challenges readers to take a broader view of their enterprises and opportunities.

This book’s 28 original essays include

**CK Prahalad** on networks as the new locus of competitive advantage

**Russell E. Palmer** on leadership in a networked global environment

**Dawn Iacobucci** and **James M. Salter II** on the business implications of social networking

**Franklin Allen** and **Ana Babus** on contagion in financial markets

**Steven O. Kimbrough** on artificial intelligence, evolutionary computation, and networks

**Satish Nambisan** and **Mohan Sawhney** on tapping the “global brain” for innovation

**Manuel E. Sosa** on coordination networks in product development

**Christophe Van den Bulte** and **Stefan Wuyts** on customer networks

**Christoph Zott** and **Raphael Amit** on using business models to drive network-based strategies

**Yoram (Jerry) Wind, Victor Fung, and William Fung** on network orchestration

**Valery Yakubovich and Ryan Burg** on network-based HR strategy

**Howard Kunreuther** on risk management strategies for an interdependent world

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