



Convergenomics: Strategic Innovation in the Convergence Era

David L, Professor Olson, Sang M, Professor Lee

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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.

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