



2020 Vision: Today's Business Leaders on Tomorrow's World

Tim Burt

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What will be the shape of global business in five years' time? *2020 Vision* delivers cutting-edge insights from twenty industry leaders, sharing their current strategies and future plans to cope with the challenges presented in the twenty-first century.

In *2020 Vision* leading chairmen and senior executives of major multinationals set out their vision of what their markets, companies and strategy will look like in 2020, and how they will prepare for and adapt to long-term change in the face of new technology, globalisation, intense competition, decreasing security and maturing markets.

The contributors are all prominent figures in their industries. Between them they represent a diverse cross-section of the business world, in terms of geography, gender and industry, from sectors including advertising, education, healthcare, law, technology and retail.

Here are insights from those operating at the top of their game, whose decisions affect not just global business, but all of our lives. They might not all agree about where we are going, but their combined perspectives afford a depth of analysis that makes this essential reading for both present and future leaders.

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