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His views on strategy have been sought after by many of the world's leading companies, including Boeing, HP, Kimberly-Clark, PepsiCo, and Unilever. Winston's book *The Big Pivot* lays out a practical and optimistic roadmap for how companies can thrive in a hotter, scarcer,

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main value proposition lay in cross-selling its many capabilities to big customers. Now Jacobs and XPO have pivoted again.

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radically practical strategies for a hotter, scarcer, and more open world. [Andrew S Winston]

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Summary: The Vision Pivot If your eyes roll at anything to do with "Vision," stay with me. Winston is very concrete. The "Vision Pivot" is about setting clear, science-based goals. Every journey requires a destination. With a journey as big as "addressing climate change",...

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"The Big Pivot" - Part
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technology that could eventually tie everything together.

Books | Andrew
Winston

I just finished reading Andrew Winston's new book, "The Big Pivot". "The Big Pivot" is Andrew Winston's latest book. Andrew is an author, speaker and head of Winston

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Eco-Strategies. He's one of the experts I follow on issues around climate change and business.

The big pivot: XPO Logistics' next decade won't look like ...

by Andrew Winston's
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Jacobs and XPO
have pivoted again.

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□Andrew Winston□
The Big Pivot is the
blinking red warning
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consciousness and purpose for the private sector.□

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and many others, The Big Pivot will help you, and all of us, create more resilient businesses and a more prosperous world. This book is the blueprint to get you started.

Andrew Winston: The Big Pivot | TED Talk
Andrew is the author of The Big Pivot, co-

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wrote the international bestseller *Green to Gold*, and has authored more than 200 articles on strategy for the print and online editions of *Harvard Business Review* and *Sloan Management Review*. For more about Andrew, see .

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1 - Great Green

Content

Big-Pivot strategy represents a major shift in consciousness for the private sector, but it's not entirely radical. In fact, this kind of thinking is highly conservative, with a major dose of self-interest.

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□Andrew Winston□s

The Big Pivot is the blinking red warning light on the dashboard for every CEO . . . He lays out a road map for a major shift in consciousness and purpose for the private sector.□

Lauralee Martin,
CEO, HCP□

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