

The Value Chain Shift: Seven Future Challenges Facing Top Executives



Value chains today have a huge impact on multinational corporations right to exist and the way they compete. The future challenges associated with value chains are also huge and include new demands from society, emerging-market strategies, resource scarcity, risk proliferation and other issues. Anticipating and addressing these future challenges are crucial if companies are to compete effectively. IMD and several multinational companies created the IMD Global Value Chain Center (VC2020) in June 2011 to develop research about the future of value chains. This book summarizes some of the key findings from this two-year project.

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