



René Rohrbeck

Corporate Foresight

Towards a Maturity Model for the Future Orientation of a Firm

Series: Contributions to Management Science

- **Presents normative guidelines on how to build organizational future orientation Provides 8 detailed examples on best practices which are described in detail Examples presented using many illustrations**

Have you ever wondered why even large companies fail when faced with changes in their environment? Would you be surprised to learn that the average life expectancy of a Fortune 500 company is below 50 years? This book presents findings from 19 case studies in multinational companies such as Siemens, Volkswagen, General Electric, Philips and Deutsche Telekom. René Rohrbeck proposes a Maturity Model to assess how prepared a company is to respond to external (disruptive) change. He uses data from 107 interviews with board members, corporate strategists, innovation managers, and corporate foresight professionals to present and discuss best practices. Using illustrations to show the complex interaction of corporate foresight with other units such as innovation and strategic management, René Rohrbeck provides the reader with rich insights on how to make an organization agile and reactive towards change. For scholars this book proposes multiple hypotheses and frameworks for future research.

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