



Winning the Battle for Relevance: Why Even the Greatest Become Obsolete... and How to Avoid Their Fate

Michael McQueen

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What if you were becoming irrelevant and didn't even realize it?

We are living in a time of rapid disruption and upheaval. Once-lucrative revenue models are under siege. Market structures and distribution channels that have been stable for decades are crumbling before our eyes.

The demise of brands such as Blockbuster, Borders, and Kodak leaves us with little doubt—shifts are happening, and no organization or brand is immune to extinction.

In this landmark bestseller, award-winning trends forecaster and business strategist Michael McQueen explores the 5 reasons even the greatest companies become obsolete. More importantly, Michael looks at what separates the enduring from the endangered. Highlighting principles and lessons from businesses such as Lego, IKEA, and Harley-Davidson, he identifies 6 keys to re-inventing your organization before change forces you to.

“This carefully researched and well-written book speaks to the most critical leadership issue facing organizations, businesses, and humanity itself.”

Dr. Ken Dovey, Associate Professor, University of Technology Sydney “Never has a book like Michael McQueen's been more important. Ignore it at your peril.” Dan Gregory, CEO of The Impossible Institute

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