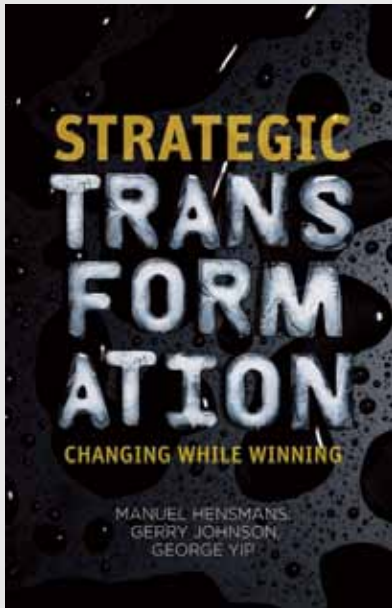




叶恩华教授： 《战略转型：变革与胜利》

Professor George S. Yip on *Strategic Transformation: Changing While Winning*



中欧国际工商学院管理学教授兼中欧中国创新研究中心联合主任叶恩华（George S. Yip）合著的《战略转型：变革与胜利》一书于2012年12月出版。本书纵览了诸多企业在进行重大战略型变革的同时保持良好运营表现的成功经验。

本书为商业组织如何开创可持续性发展提供了宝贵的指导意见。书中包括来自吉百利史威士（Cadbury Schweppes）、桑斯博里（J.Sainsbury）、施乐辉（Smith & Nephew）、SSL国际集团（SSL International）、乐购（Tesco）和联合利华（Unilever）等企业的真实案例研究和高管人士的洞见。

叶恩华教授及另两位合著者通过大量的调查研究（包括对215家英国大型上市公司近20年的业绩分析，深入研究其历史并与企业高管访谈等），发现在过去40年甚至更长时间以来，成功的变革者们为企业创建了三种“历史传统”，增强了这些企业开展战略性转型的能力。本书也为管理者们解读了如何才能使企业拥有这样的能力。

CEIBS Professor of Management and Co-Director of the CEIBS Centre on China Innovation George S. Yip has co-authored the book *Strategic Transformation: Changing While Winning* which examines the strategies employed by firms that have succeeded at making major strategic changes while also maintaining high levels of performance.

Published in December 2012 the book provides an invaluable guide for creating a sustainably successful business organization. It includes real case studies and expert insight from the leaders of Cadbury Schweppes, J Sainsbury, Smith & Nephew, SSL International, Tesco, and Unilever.

The book is based on extensive research, including an analysis of the 20-year financial performance of 215 of the largest publicly listed British companies along with in-depth historical research and interviews with top executives. Prof Yip's co-authors are Manuel Hensmans, Professor of Strategic Management at the Solvay Brussels School of Economics and Management, ULB, Belgium and Gerry Johnson, Emeritus Professor of Strategic Management at Lancaster University School of Management, UK, and a Senior Fellow of the Advanced Institute of Management. They find that successful strategic transformers developed three historical traditions over a 40-year or longer period, each of which contributed to the companies' ability for strategic transformation. The book explains how managers can develop firms that are able to achieve consistent high performance while also managing significant strategic change.