Contents

Index 251

Foreword by Gary Hamel ix
Series Foreword xvii
Introduction: Win with Open Strategy xix
1 Traditional Strategy Come Undone 1
2 Are You Truly Ready to Open Up? 21
3 Design Your Open Strategy Process 41
4 Tweak Your Open Strategy Initiative to Allow for Secrecy 59
5 Harness the Wisdom of Crowds 75
6 Peer into the Future 97
7 Disrupt Yourself before Others Do 121
8 Develop Killer Business Models 145
9 Use the Crowd to Choose Better Strategies 163
10 Execute Better 185
Epilogue 205
Appendix A: Recommended Reading 211
Appendix B: The IMP Story 213
Notes 215