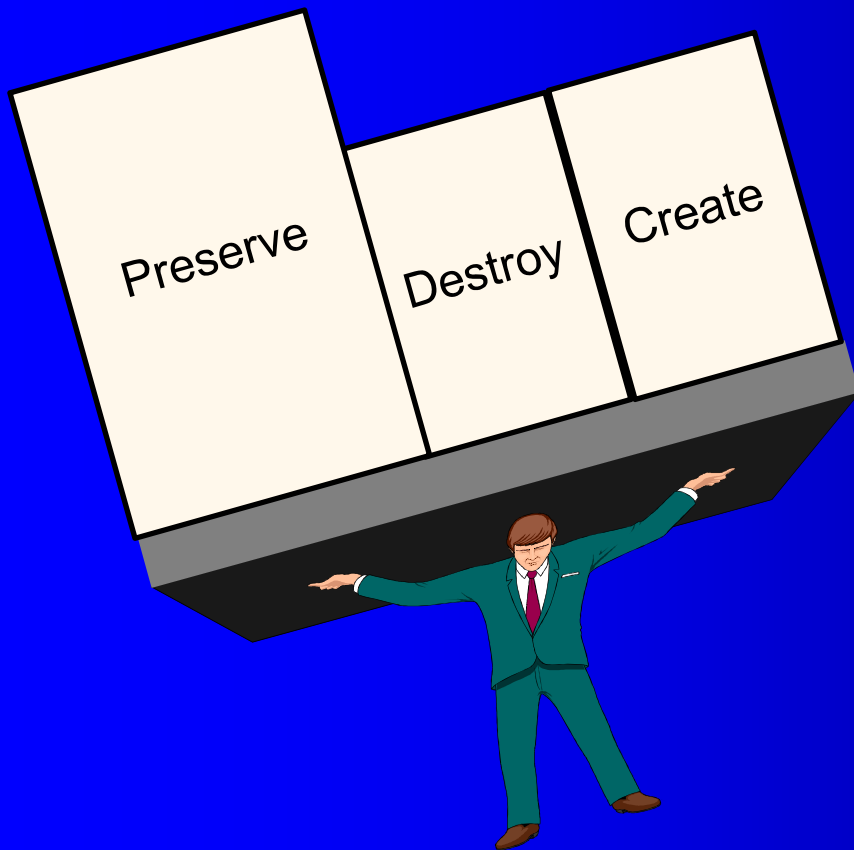


# “The CEO’s Role In Business Model Reinvention”

(Harvard Business Review, Jan. 2011)



“For companies to endure,  
they must get the forces of  
preservation,  
destruction and  
creation  
in the right balance.”