

# FOREWORD

The world is rapidly changing with massive geopolitical shifts, and as always, there will be winners and losers. History is fraud with significant shifts in power, and with change comes opportunity. This does not mean that change will be easy; it seldom is.

This is the final instalment in the STRATEGIC series. The principles covered in Strategic Moves, Strategic Engagement and Strategic Insight are highlighted from even more angles and then brought together with practical applications for sustainable and profitable business improvement with purpose, clarity and speed. The ultimate goal of this book is to help every reader achieve success.

Learning from history, we are in a better position than ever to take advantage of technology and build not only better businesses but better lives.