No Ordinary Disruption: The Four Global Forces Breaking All the Trends

K. Akhila *

Affiliations
The Smart Cube, India

Abstract
Today's world is undergoing a series of significant changes owing to advent of new technologies resulting in a new set of challenges and risks. Innovations and discoveries have spurred disruptions changing the line of events in the modern world. The ones who survive this global transformation are the ones who adapt to the change and respond at the earliest. Strategic decisions pertaining to embracing the right emerging technology is imperative for business development. The need of the hour is to reset our intuition about the way we work and the way we perceive the world to work for sustainable growth in the long run. Times have drastically changed making it even more evident to evolve our decisionmaking process. Predictions for the future must be based on new lines of management intuition and careful estimations rather than on experience alone.

Subject Discipline
Operations/production management

Full Text:

Download PDF

Refbacks
• There are currently no refbacks.
Four powerful forces are disrupting the global economy and throwing many of our old assumptions into question. Each one of these disruptions would be transformational in its own right. But they are happening simultaneously and amplifying each other. Together they are producing fundamental and unpredictable change on a scale the world has never seen. This will force everyone – but especially business leaders — to discard old ways of thinking about the world. The first great disruption is the shift of economic activity to emerging-market cities. As recently as 2000, 95% of the Fortune Global 500 The collision of four global forces means we are now living in an era of near constant discontinuity. Competitors can burst upon the scene in a blink of an eye. Businesses that were protected by large and deep moats find that their defences are easily breached. Vast new markets are conjured seemingly from nothing. In a new book, No Ordinary Disruption, the three leaders of the McKinsey Global Institute, McKinsey's business and economics research arm, argue that the world is now roughly in the middle of a dramatic transition as a result of four fundamental disruptive trends: growth and urbanisation in emerging markets, technological disruption, increasing connectivity, and the ageing of populations. None of these disruptions, on its own, is a surprise. In No Ordinary Disruption, the directors of the McKinsey Global Institute, the flagship think tank of the world's leading consulting firm, McKinsey & Company, dive deeply behind current headlines to analyze the key forces transforming the global economy over the next two decades—and most importantly, to explain what business and government leaders need to do to reset their intuitions and take advantage. of the disruptions ahead. Free of jargon and gimmicks, filled with anecdotes, data, and graphics, informed by deep experience, No Ordinary Disruption is aimed at a broad audience of middle