



# Convergenomics

Strategic Innovation in the Convergence Era

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Convergenomics is about the megatrends that are shaping how people behave and organizations work. In this insightful analysis, Sang Lee and David Olson describe how globalization, digitization, changing demographics, changing industry mix, deregulation and privatization, commoditization of processes, new value chains, emerging new economies, deteriorating environment, and cultural conflicts have led to what they define as a convergence revolution.

Lee and Olson discuss this convergence revolution from the perspectives of technology, industry, knowledge, open-source networking and bio-artificial convergence, and they explain how human systems are transformed by what they have named convergenomics. Understanding convergenomics can lead to innovative strategic approaches and, the authors contend, more agile businesses are already employing these approaches to become and remain competitive and to generate greater value in a world radically changed by e-commerce.

Business leaders and 'students' of strategy at all levels will learn from this book how revolutionary developments can be embraced rather than feared, and how technology that is potentially frightening in its complexity can be harnessed and used to enable productive collaboration and gain competitive advantage.

## Contents

Foreword; Prelude to the wave of convergence; Megatrends; Convergence revolution; E-globalization strategy; Technology convergence; Industry convergence; Molecular economy; Information technology supporting convergence; Innovation through open systems; Strategic innovation; Convergence evolution; Bibliography; Index.

## About the Author

Sang M. Lee is the University Eminent Scholar and FirstTier Bank Distinguished University Professor at the University of Nebraska-Lincoln. He has authored or co-authored over 250 refereed journal articles, 35 books, and many other publications, mostly in MIS and operations innovation areas. He is a Fellow of the Academy of Management, Decision Sciences Institute, and Pan-Pacific Business Association. He has received four honorary degrees for his contribution to global business education.

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