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## **Embrace the Future: The Soft Science of Business Transformation by R Gopalakrishnan, Hrishu Bhattacharyya**

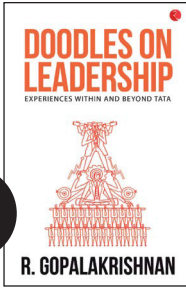
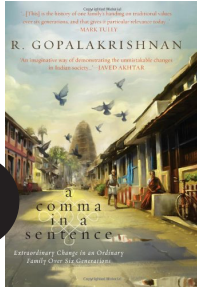
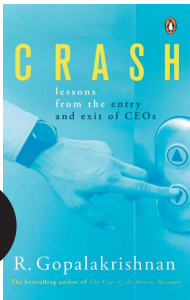
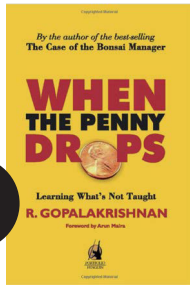
ONCE UPON A TIME, there was a family whose very name connoted wealth. The Vanderbilts had a vast empire built on freight through steamboats and railroads. Over a few generations, the wealth-worth billions in today's money-had been frittered away and the business itself faded as new options came up in the freight business. Their story remains an enduring example of what happens when business leaders fail to embrace the future and transform.

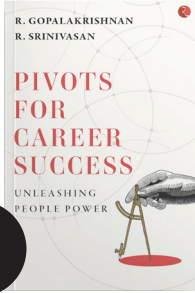
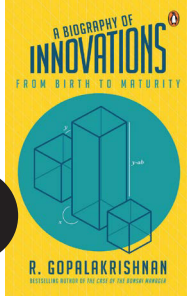


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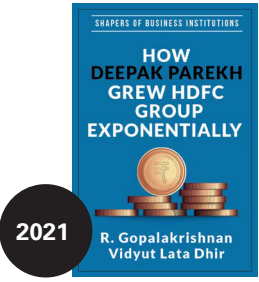
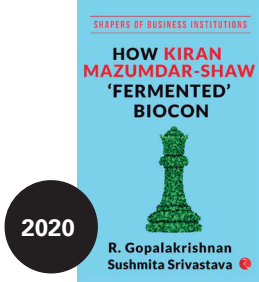
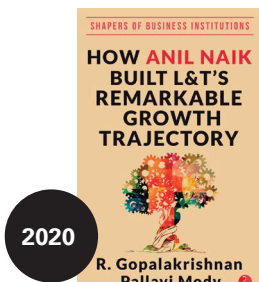
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**R Gopalakrishnan**  
AUTHOR AND CORPORATE ADVISER

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