

Collaborative Advantage

“A must-read for every innovator and transformer!”

—Franziska Tschudi Sauber, *President of the Board, Weidmann Group*

“Not heroic foresight but focus on own strengths and open collaboration is what enables successful transformation – an inspirational and practical guide for how to get it done.”

—Christoph Loos, *Chairman of the Board of Directors, Hilti Group*

“*Collaborative Advantage* is packed with great examples and useful insights into innovating for the future. It is an essential guide for anyone interested in Open Innovation.”

—Henry Chesbrough, *Author of Open Innovation, Professor at Luiss University in Rome, and the Haas School of Business at UC Berkeley*

“In today’s dynamic markets, companies need to collaborate to have access to all assets and capabilities necessary to out-innovate competitors. However, to collaborate effectively is an organizational capability that needs to be build and nurtured. This book shows how.”

—Claudio Feser, *Senior Partner Emeritus & Co-Founder Leadership Practice McKinsey & Company*

“*Collaborative Advantage* is the overarching framework in which different elements like business model innovation, modern creative methods and management adaptation to the VUCA-world are combined to build a playbook which can directly be used by management to implement the necessary transformations to survive in a uncertain and unstable future world.

The book is founded on sound scientific research. Nonetheless it offers a practical and easy access to implementation.

A very recommended book for all who want their company excel in the next years.”

—Luigi Pedrocchi, *Group CEO Mibelle Group (2000–2022)*

“This book delves into the essence of business transformation, I felt it provides valuable insights into unique styles of leadership that foster innovation and collaboration, leading to favorable outcomes.”

—Roshni Nadar, *Chairperson HCL Technologies, Forbes “The worlds 100 most powerful women”*

“Transformation is a necessity in the new business environment. Collaborative Advantage outlines how to do it in a sustainable way.”

—Marianne Janik, *CEO Microsoft Germany*

“If you’re a transformational leader in an aging industry seeking innovation and growth, look no further. Oliver & Raphael’s captivating & very practical insights on growth through collaborations and partnerships is the beacon you’ve been searching for.”

—Rashmi Kasat, *VP Digital Technologies, Metso*

“If you and your company want to be successful in tomorrow’s world – Collaborative Advantage is a must read! In a Hyper-VUCA world, adaptability, entrepreneurship, speed and leveraged ecosystems are key for a successful transformation.”

—Stephan Seifert, *CEO Körber Group*

“In a world where competitiveness is no longer enough, Collaborative Advantage provides a groundbreaking framework for achieving success through collaboration, innovation, and transformation!”

—Dr. Stephanie Schoss, *Founder C Talks*

Raphael Bömelburg · Oliver Gassmann

Collaborative Advantage

How Open Organizations Thrive
in Volatility

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