

Coverage Report

**Book launch: Nitin Rakesh and Professor Jerry Wind to Release their First
Book - Transformation in Times of Crisis**

November 30, 2020



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[BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis](#)

NEW YORK, Nov. 30, 2020 /PRNewswire/ -- Nitin Rakesh, CEO of [Mphasis](#) and distinguished leader in the IT services industry, and Jerry Wind, the Lauder Professor Emeritus and Professor of Marketing, Wharton School of the University of Pennsylvania, have joined forces to co-author [Transformation in Times \(CLFZE\)](#) of Crisis – Eight Principles for Creating Opportunities and Value in the Post-Pandemic World. Emphasizing key Management and Leadership Practices, the book will launch globally on December 3, 2020.

COVID-19, and the economic crisis and social unrest that it precipitated, has changed the world. Even before the pandemic, exponential advances in science and technology, empowered and skeptical consumers, and other forces of change, were disrupting every industry. The current landscape has accelerated these forces of change and their impact. If companies and their leaders don't equip themselves for the new reality, they risk becoming irrelevant.

A must-read top management book of our times:

- Nitin and Jerry bring their considerable combined expertise to create a practical guide for business leaders, organizations, and the entrepreneurs of tomorrow on how to create opportunities to transform in times of crisis.
- In this Business Management & Leadership book, through a plethora of examples across sectors, sizes, maturity levels, as well as legacy firms and digital natives, the authors take us step by step on how one can defend, transform and thrive in these turbulent times and beyond.
- The book also defines the revolutionary set of 8 principles that form a highly adaptive framework that gives businesses the tools to adapt and succeed in a new reality: Agility, Adjacencies and Adaptability, Mental Models, Digital Transformation, Open Innovation, Open Talent, Network Orchestration, Adaptive Experimentation and Idealized Design.
- In the book – Transformation in Times of Crisis by Jerry Wind and Nitin Rakesh, each key principle is set out in detail across eight different chapters.

Nitin and Jerry will be presenting their book and answering questions at the virtual launch event that will take place at 11:00 AM (EST) on Thursday December 3. The launch will be attended by distinguished guests – John Chambers (founder and CEO of JC2 Ventures & former Executive Chairman and CEO of Cisco) and Philip Kotler (Father of modern marketing). [Click here to register for the launch.](#)

"COVID-19 has hugely accelerated the rate of technological and scientific advances. The global business landscape was already going through changes that had been building for more than twenty years – but the pandemic crisis magnifies these deep disruptions," said Nitin Rakesh, CEO & Executive Director, Mphasis. "The vision behind Jerry and I partnering to write Transformation in Times of Crisis was to offer a practical guide at a time when businesses need it most on how they stop being victims of disruption and instead become masters of their destiny by reinventing themselves and their firms."

Jerry Wind, the Lauder Professor Emeritus and Professor of Marketing, Wharton School of the University of Pennsylvania, adds:

"This is a book for anyone currently navigating the 'new normal' business landscape, not only in terms of addressing the more immediate challenges associated with the current crisis but also for building the future. Nitin and I created it for use by a wide spectrum of audiences – from large corporations to nonprofits, small firms and startups, legacy and new economy firms, students and entrepreneurs."

What others are saying about the book

"This book is the one that needed to be written. Many books cover one or a few of these principles in depth. This book spells out all eight major principles that can help your company navigate through recovery, normalization, and growth. Don't rely on only a few principles. All eight principles interact and need your full understanding and action."

Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

"Companies as well as countries are trying to grapple with the global pandemic. At such a time, Transformation in Times of Crisis is one of the most insightful, timely and relevant books to be written. Its core message - that every crisis presents opportunities disguised as challenges - needs to be heeded widely. While the book is not aimed at government officials, it makes a compelling case why public policy must work hand in hand with private enterprise to find innovative solutions to the global crisis."

Lady Barbara Thomas Judge, Senior Advisor, Athene Capital

"During periods of change and disruption, leaders must recognize the importance of transforming while maintaining a long-term perspective. As Rakesh and Wind skillfully illustrate in their topical, timely, well-argued book, companies can only survive and emerge stronger after crises by doing the right thing and serving the interests of all of their stakeholders."

William P. Lauder, Executive Chairman, The Estée Lauder Companies

Financial Times

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Featuring Eight Principles for Creating Opportunities and Value in the Post-Pandemic World

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Date	Publication/ Portal	Headline
November 30, 2020	Market Watch	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
November 30, 2020	Seeking Alpha	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
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November 30, 2020	Morning Star	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
November 30, 2020	WFMJ-TV NBC-21 [Youngstown, OH]	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
November 30, 2020	Financial Times	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
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November 30, 2020	WBOC-TV CBS-16 [Salisbury, MD]	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
November 30, 2020	KTVN-TV CBS-2 [Reno, NV]	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
November 30, 2020	WICZ-TV FOX-40 [Binghamton, NY]	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis
November 30, 2020	CentralCharts	BOOK LAUNCH: Nitin Rakesh and Professor Jerry Wind to Release their First Book - Transformation in Times of Crisis