



# **The Key: How Corporations Succeed by Solving the World's Toughest Problems**

*Lynda Gratton*

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**The Key: How Corporations Succeed by Solving the World's Toughest Problems** Lynda Gratton

One of the world's foremost experts on the topic of the future of work and human capital, Lynda Gratton argues that global corporations can be major players in changing the world, with their massive networks of human resources, varieties of expertise, and vast organizational skills.

In *The Key*, Gratton shows how companies like IKEA, Nike, Vodaphone, and Unilever are devising innovative ways to tackle critical social issues, and she describes how corporate leaders can transform their own company into an organization equipped to tackle today's toughest issues.

**Lynda Gratton** is Professor of Management Practice at London Business School and the founder of the Hot Spots Movement. She has written seven books and numerous academic articles and is considered one of the world's authorities on people in organizations.

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