

---

# Our Best of 2017: A Thirst for New Ideas



By INSEAD Knowledge Editorial Staff

## **INSEAD's research points the way forward.**

This year, we saw a thirst for new ideas on digitisation, the ever-present interest in stories of corporate decline, and how best to navigate leadership and innovate. INSEAD was also at the forefront of breakthrough research on how women and men are judged differently at work and what managers can do about it. They were keen to know.



## 11 Leadership Guidelines for the Digital Age

*Liri Andersson, INSEAD Guest Lecturer, founder of this fluid world, and Ludo Van der Heyden, Chaired Professor of Corporate Governance & Professor of Technology and Operations Management at INSEAD*

The old ways of running a company won't cut it in a digital world.



## The Strategic Decisions That Caused Nokia's Failure

*Yves Doz, INSEAD Emeritus Professor of Strategic Management*

The moves that led to Nokia's decline paint a cautionary tale for successful firms.



## The Three Altitudes of Leadership

*Ian C. Woodward, INSEAD Professor of Management Practice*

Leaders must cultivate the seamless ability to mix forward-vision thinking, tactical execution and self-awareness – across the altitudes of leadership.



## The World's Most Innovative Countries, 2017

*Bruno Lanvin, Executive Director for Global Indices at INSEAD and co-editor of the Global Innovation Index report*

Innovation in agriculture is vital. One key to feeding the world is releasing pressure on the use of scarce natural resources through innovation.



Why "Believe in Yourself" Is Bad Advice for Women  
*Natalia Karelaia, INSEAD Associate Professor of Decision Sciences*

In the workplace, women can capitalise on self-confidence only when they exhibit “feminine” behaviours as well.

**Find article at**

<https://knowledge.insead.edu/strategy/our-best-2017-thirst-new-ideas>