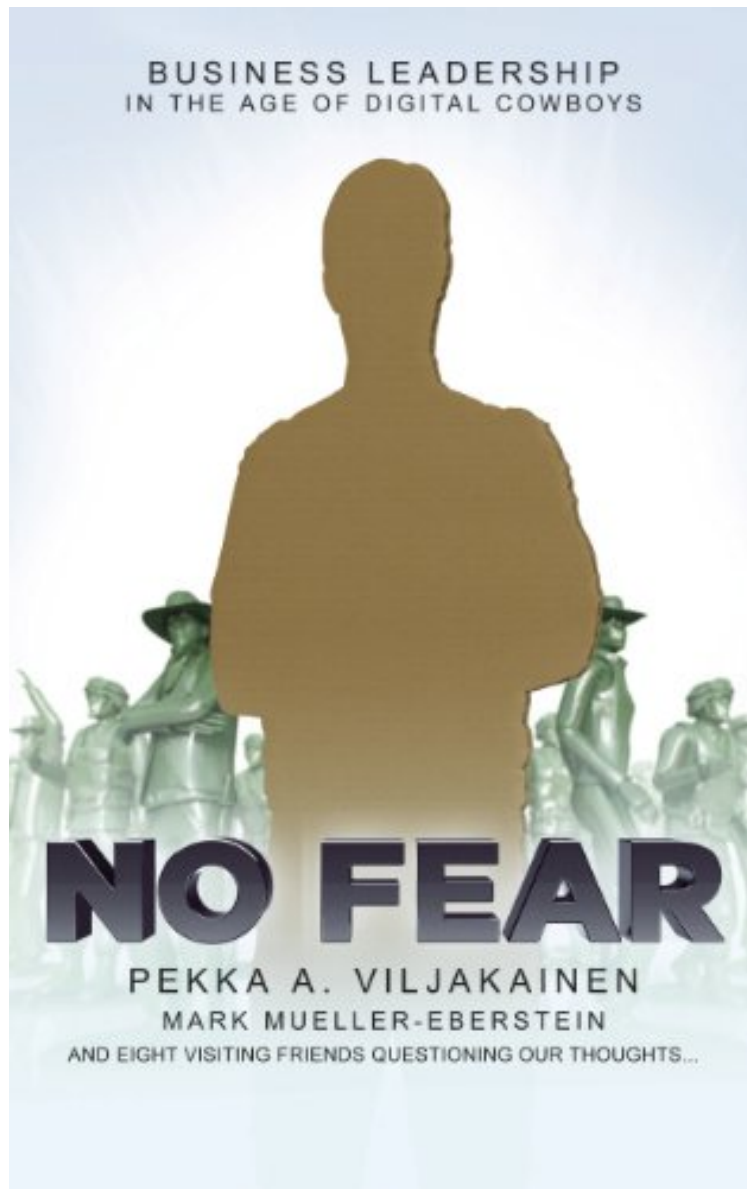


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## No Fear: Business Leadership for the Digital Age

*Pekka Viljakainen, Mark Mueller- Eberstein*  
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**Pekka Viljakainen, Mark Mueller- Eberstein : No Fear: Business Leadership for the Digital Age** before purchasing it in order to gauge whether or not it would be worth my time, and all praised No Fear: Business Leadership for the Digital Age:

1 of 1 people found the following review helpful. Modern FunBy Thomas Brauml;nnstrouml;mFun and valuable source of knowledge on the next generation digital employees. The book helped my as a experienced gen X manager in the high tech area to strengthen my arguments to fight for the new way of working in an high tech global

organization. 1 of 2 people found the following review helpful. Very insightful read  
By M. Ariffin  
This is an invaluable book for business leaders on how to embrace change in this new peer-oriented generation that relies heavily on digital technology by way of communication. The book illustrates the necessity for change or lose out in this rapidly changing world we live in while providing insightful discussions from a global perspective in particular, emerging markets. A must read for both students and business leaders alike!  
1 of 2 people found the following review helpful. A must read for CEOs and those heading in that direction  
By Frank Ferguson  
Pekka Viljakainen brilliantly brings home a world of experience in creative leadership, easily accessible in readable prose -- ideas managers worldwide will find wise and beneficial. A must read.

Old-school, industrial-style leaders are in big trouble. Having just experienced the first small wave of globalisation, the mobile revolution and the consumer-driven economy, the next economic cycle (2011-2016) will be one where these key trends will be at the forefront of most businesses. Moreover, as digital technology develops further, the pace of change will accelerate. Managers and executives need to meet these challenges and their consequences head-on -- and without fear. Pekka Viljakainen has been at the cutting-edge of business organisations and their leadership for the past 10 years. In this book, he presents a manifesto for business leadership in the digital age. It sets out the agenda for mastering the challenges of tomorrow in a truly global and people-oriented way. Moreover, for current and future managers, this book provides guidance on how to act and lead successfully in the new world

As a teacher of Gen Y and a New World of Work researcher, I highly recommend NO FEAR to both students and business leaders --  
Michael Bartz, Professor at IMC University of Applied Sciences, Krems, Austria  
Mark Mueller-Eberstein and Pekka Viljakainen distill over 35 years of innovation and proven academic research, successfully leading and advising global organizations and governments, and collaborating with top world leaders into multi-party value creation principles leveraging and aligned with the current and future environment of globalization, the mobile revolution, the consumer driven economy, and the PlayStation generation of digital cowboys. The authors deliver deep essential leadership and management insights and usable lessons driving success for all those who embrace their book  
Near Fear is a must read crystal clear handbook that delivers on its promise. --  
Stephen Ibaraki, Founding Chairman, Global Board of the Global IT Community Association (GITCA), CIPS Fellow, NPA Distinguished Fellow  
Based on my experience as the former CIO of one of the biggest foreign invested companies in China, I personally fully embrace and support the insights and recommendations in NO FEAR --  
Bjarne Erik Roscher, CIO, Siemens Audiology Solutions (formerly CIO, Siemens, China)  
About the Author  
Pekka Viljakainen is President of Tieto International, one of the world's leading IT consulting firms which operates in 24 countries. He is based in Helsinki, Finland and travels worldwide for his work and speaking engagements. Mark Mueller-Eberstein is the author of the bestselling book "AGILITY: Competing and Winning in a Tech-Savvy Marketplace"; and CEO of Adgetec Corporation. Pr