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Dual transformation is about expanding

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into markets that were previously difficult to serve, enabled by a capabilities link between transformations A and B. Capabilities must be carefully chosen from A to provide true value to B and actively managed with a bias toward B.

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packaged software to providing software as a service; Transformation B: Creating a new growth engine, such as how Amazon became the world's largest provider of cloud computing services; Capabilities link ...

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## **Dual Transformation: How to Reposition Today's Business ...**

To succeed, leaders must be able to successfully execute a dual business transformation. On the one hand they need to reposition and make more resilient the existing business, while on

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the other they need to focus on creating tomorrow's business by finding new ways to solve new problems.

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