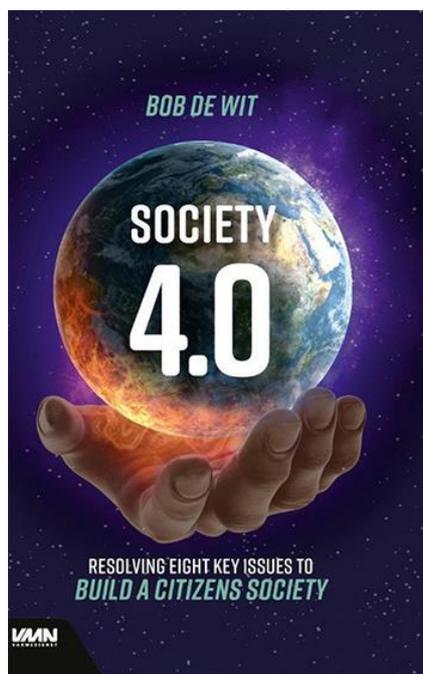


SANTASADŌ

Bob de Wit - Society 4.0

Resolving eight key issues to build a citizens society

BESTSELLERS | ECONOMY | LEADERSHIP | PERSONAL DEVELOPMENT



In a concise and powerful book, Prof. Dr. Bob de Wit offers two key aspects for any organization and manager: an insightful interpretation of the current state of the world, and a powerful scenario for our future society, a society built and supported by citizens.

Society 4.0, Resolving eight key issues to build a citizens society is meant to provide inspiration for those who wish to build a vital and hopeful future for the next generations. In envisioning a different and better society, Bob de Wit explores the emerging possibilities of new technologies, collects and examines 'weak signals' and evaluates numerous new societal initiatives and future visions. Bob de Wit aims to inspire readers to join his venture and build a 'Citizens' Society'. Bob has opened the webpage www.society4th.org to build a citizens' community

and create a citizens' society for the future.

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- Over 10,000 copies sold
- English edition published by Vakmedianet
- Full English translation available



ABOUT THE AUTHOR

Prof. Dr. Bob de Wit is affiliated with Nyenrode Business University as Professor in Strategic Leadership, and he is CEO of the strategical consultancy firm Strategy Works, which is specialized in strategy development, research, and consultancy. He previously taught at Erasmus University Rotterdam, where he got his PhD, and Maastricht School of Management. Among his numerous publications, his most successful is *Strategy, An International Perspective*. Its seventh edition was published by Cengage in 2020, an 8th edition is scheduled for 2022, and this book is used at universities and business schools in over 50 countries.

RECOMMENDATIONS

‘This book is a timely warning of the major societal risks posed by technological developments in the long run. Corporate leaders should pay heed to the analyses and observations in this book and take on the responsibility for building a better society.’ – **Prof. Jan Peter Balkenende**, Former Prime Minister of the Netherlands (2002 – 2010)

‘The world of tomorrow requires us to ‘look differently’ at ourselves today. This book invites you to consider the issues facing us as a society from a new perspective.’ – **Trudy Huisman**, Chairman of the Economic Board Zwolle Region, former Executive Director of Rabobank

‘Prof. Bob de Wit has written several books already, but with *Society 4.0* he embarks on a new journey. With conviction he describes the direction our society is heading in, the effects this movement will have on human labor, and what we can do to prevent a worst-case scenario. *Society 4.0* is not just one of the many books in which the author tries to paint a vision for the future, using a crystal ball. It is a clever book, both compact and comprehensive in content, in which the author perfectly fits all the pieces of the puzzle that the reader will be familiar with. This makes for a coherent story with lots of refreshingly new insights. And another feature is that the author doesn’t just analyze recent events, but offers actual solutions. Let’s hope that his Global Citizens Society does not just remain a fictional utopia.’ – **Martijn van der Kooij**, Chief Editor of PW, Magazine for Human Resources

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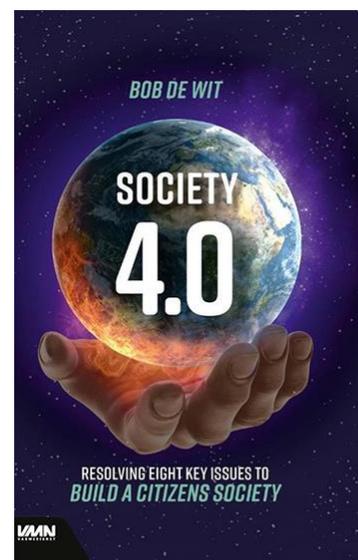
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Acknowledgements

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