

Past Events - Detail Page

Title: The Corporate Network Author Series - Billion Dollar Lessons
Category: Breakfast Meeting
Location: The Hyatt Lodge, McDonald's Campus, 2815 Jorie Blvd.
Start Date: November 7, 2008
End Date: November 7, 2008
City: Oak Brook, IL
Description: **Registrations via the website are now closed, but registrations will be accepted at the door.**

Date:

November 7, 2008

Place: The Hyatt Lodge at
McDonald's Campus
2815 Jorie Blvd.
Oak Brook, IL

Time: 7:30 am – 9:15 am

The Corporate Network Author Series

Featuring

Chunka Mui

Billion Dollar Lessons:

What You Can Learn From The Most Inexcusable Business Failures of the Last 25 years



With lessons learned from research into 750 major business failures between 1981 and 2006, Chunka Mui and Paul Carroll are on a mission to help managers avoid strategic failure. The imperative is high: their research found that **almost one-half of large business failures are strategic errors—errors in planning rather than execution—and could have been avoided** if the decision-makers had been aware of the pitfalls or had acted in the face of clear warning signs. The research uncovered **seven common strategic failure patterns**, including overestimating merger synergy; aggressive financial engineering; staying the course in spite of clear threats; misguided adjacency moves; and, riding the wrong technology curve. To help companies avoid making the same mistakes, the authors offer a variety of **methods for increasing the odds of success** by decreasing the chances of failure. These methods include process and cultural shifts to foster learning from the failure of others, legitimize constructive dissent and deliberation, and embrace independent “devil’s advocate” reviews of significant decisions.

Released to high acclaim in September, this timely book is receiving national media attention.

- [The Wall Street Journal \(9/24\)](#)
- [Time \(10/2\)](#)
- [BusinessWeek \(10/3\)](#)
- [Newsweek \(10/10\)](#)
- [First Business \(10/14\) \(Scroll to bottom\)](#)

- **National Public Radio - Marketplace (10/23)**

Chunka Mui is an independent author, lecturer, and consultant on strategy and innovation. He has deep insight into the breakthrough possibilities at the intersection of business and technology. At the same time, he has pragmatic appreciation of the challenges in harnessing such opportunities. He challenges readers and clients to think hard about strategic opportunities in their markets while, at the same time, offering well-grounded, sensible advice on how to maximize their chances of success.

Chunka co-wrote the best-seller "Unleashing the Killer App: Digital Strategies for Market Dominance", which made "killer app" part of the business vocabulary. With the publication of "Billion-Dollar Lessons", Chunka once again aims to revolutionize the practice of corporate innovation.

Chunka is a fellow at Chicago-based Diamond Management & Technology Consultants. He is also on the board of directors of Viewpoints Research Institute.

Chunka was born in Hong Kong and immigrated to the US at a tender age. He began his education on the south side of Chicago and earned a bachelor's degree in computer science and engineering at M.I.T. He lives in the West Loop of Chicago.

Registration Fees

\$45.00 includes copy of the book ; ACG Members

\$55.00 includes copy of the book ; Non- ACG Members

Cancellation Policy

All cancellations received in writing to tcobb@acg.org no later than 5pm, Nov. 6 will receive full credit. All no shows will be invoiced. Payment is expected at the time of registration.

Document(s) for Download: [Billion Dollar Lessons Power Point](#)

? [Download Instructions](#)

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