

# Digital Innovators: Maintaining Corporate Longevity in the Face of Societal Shifts

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## Abstracts

Maintaining corporate longevity is no easy task in the face of societal shifts that are continuously reshaping how business is conducted. Companies must innovate or risk finding themselves on the wrong side of one of these seismic shifts. Euromonitor International's Digital Innovator series was developed to help clients stay abreast of today's most innovative digital developments and to better inform the idea generation and discovery phase of the innovation process.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

### Product coverage:

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

Get up to date estimates and comment

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Staying Relevant Amidst Societal Shifts

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