



# **Summary: The Invisible Continent - Kenichi Ohmae: Four Strategic Imperatives of the New Economy**

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**Complete summary of Kenichi Ohmae's book: "The Invisible Continent: Four Strategic Imperatives of the New Economy".**

This summary of the ideas from Jenichi Ohmae's book "The Invisible Continent" shows that the discovery of a new continent has always created substantial opportunities to create wealth. According to Ohmae, the same opportunities are arising today, not because of the discovery of a new physical continent but due to the emergence of an "invisible continent" transcending physical and national boundaries. In his book, the author discusses the four dimensions that influence the new economy and how their interconnection must be understood and taken into account. This summary will provide you with in-depth knowledge on each of these dimensions and enable you to move forward with confidence.

### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "The Invisible Continent" and discover the key to successful business in the 21st century.**

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