



**The Uncertainty Principle**  
**How to Leverage the Never Normal**  
 Peter Hinssen

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- In a highly uncertain, unstable and volatile period, this book will show you how you can turn challenges and threats into opportunities
- Receive insights from some of the most successful business leaders and companies of all time
- Find optimism in a market and a society that is increasingly becoming pessimistic

In our Never Normal world, the pace of change is not just rapid; it's relentless, transforming our reality into a landscape that is perpetually unfamiliar and where the only constant is change itself. This is a book about that state of continuous evolution, about a world where traditional norms and mechanisms have dissolved, and new ones are yet to be universally acknowledged. From strategy, technology, culture, innovation and risk, to courage, and personal growth: Peter Hinssen's book examines all of these crucial organisational and leadership aspects through the lens of an era that is as challenging as it is filled with exciting opportunities. Be ready to embrace The Never Normal.

**Peter Hinssen** is a globally acclaimed keynote speaker, bestselling author, business school lecturer, LinkedIn Top Voice, serial entrepreneur, trusted board member, startup investor and the world's leading innovation, technology and leadership expert.