



Korn Ferry Vice Chairman Dennis Carey Co-Authors “Go Long: Why Long-Term Thinking Is Your Best Short-Term Strategy”

May 9, 2018

- Book Reveals Behind-the-Scene Efforts of Top Leaders to Successfully Manage Their Organizations' Long-Term Success -

LOS ANGELES--(BUSINESS WIRE)--May 9, 2018-- Written for CEOs and leaders across global organizations, the newly released [Go Long: Why Long-Term Thinking is Your Best Short-Term Strategy](#) (Wharton Digital Press) reveals how some of the world's most prominent business leaders resisted short-term pressures to successfully manage their organizations for the long term. The book shows how this innovative, against-the-grain thinking allowed the leaders to create more jobs, more satisfied customers, and more shareholder wealth.

The book is co-authored by Dennis Carey, a [Korn Ferry](#) (NYSE: KFY) vice chairman and co-leader for the company's Board Services practice; Brian Dumaine, a contributor to Fortune magazine; Michael Useem, a professor and director of The Wharton School's Leadership Center; and Rodney Zempel, a senior partner at McKinsey & Company.

“Short-term thinking and its disastrous consequences crowd recent headlines, but it doesn't have to be this way,” said Carey. “The leaders showcased in this book took bold steps to ensure sustained success.”

Go Long takes readers behind-the-scenes to witness the business decisions that are enabling leading organizations to outsmart and outlast the competition.

- Why did CEO Larry Merlo allow CVS to take a \$2 billion hit—on purpose?
- How did CEO Alan Mulally maneuver Ford's \$48 billion turnaround?
- How did director Maggie Wilderotter and her fellow board members engage top management to embark on an unusual exercise to help Hewlett Packard Enterprise build a long-term strategy?
- Why did CEO Paul Polman turn back to Unilever's original mission of leading with a purpose to fuel profits?
- How did CEO George Buckley find a way to address investor calls for 3M to spend less on research and development while still finding a way to innovate?

These leaders argue that a short-term mindset might satisfy investors for this quarter or next, but there's a heavy price to be paid. Instead, they argue, long-term thinking is the best short-term strategy.

Called a “mandatory read” by David M. Rubenstein, co-founder and co-executive chairman of The Carlyle Group, *Go Long* is a critical resource for leaders who want their organizations to survive over the long-term and for anyone who cares about the global economy.

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We help companies design their organization – the structure, the roles and responsibilities, as well as how they compensate, develop and motivate their people. As importantly, we help organizations select and hire the talent they need to execute their strategy. Our approximately 7,000 colleagues serve clients in more than 50 countries.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180509005976/en/>

Source: Korn Ferry

MEDIA CONTACT

Korn Ferry
Tracy Kurschner
Tracy.Kurschner@KornFerry.com
612.309.3957