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FOR IMMEDIATE RELEASE:

## THE PAN-INDUSTRIAL REVOLUTION

*How New Manufacturing Titans Will Transform the World*

By **Richard A. D'Aveni**

(Houghton Mifflin Harcourt; October 16, 2018)

**What every business, investor, and policymaker needs to know about the rise of 3-D printing in manufacturing**

“Richard D'Aveni's *The Pan-Industrial Revolution* is much more than a 'must read.' It is a 'page turner,' a 'thriller.' Herein is a compelling saga of a Spanking New Industrial Revolution barreling toward us at lightning speed. Even if D'Aveni is only half right, the impact will be staggering.”

– **Tom Peters, bestselling author of *In Search of Excellence***

“Essential business reading, with advice on how manufacturers can join the AM bandwagon.”

– **Kirkus, starred review**

“Persuasive....D'Aveni lays out his economic case with clarity and intelligence.”

– **Publishers Weekly**

With the rise of **3-D printing** in industrial production we are now in the early stages of an era of astounding business transformation, the biggest leap in manufacturing innovation since the assembly line. 3-D printing technology will reinvent business competition and give rise to a new kind of giant company, the **pan-industrial** (**Jabil, GE, Siemens and United Technologies** are among the top contenders), which will dominate the global economy and drive far-reaching social, political, and economic change.

How will all of this come to pass? What must business leaders do to prepare? And how will these changes affect communities, nations, the global economy, the workplace, and our lives?

These are among the urgent questions explored in **THE PAN-INDUSTRIAL REVOLUTION: How New Manufacturing Titans Will Transform the World** (Houghton Mifflin Harcourt; October 16, 2018) by Tuck School of Business at Dartmouth professor **Richard D'Aveni**. He goes behind the closed doors of factories around the world to discover the most important transformation of our times. The race to become the first pan-industrial is already underway:

- **GE** recently invested \$1.4 billion in acquisitions of 3-D printing companies. Following their Dow Jones delisting, the company has doubled-down on the technology, shedding all digital assets except for their 3-D divisions.
- **Siemens** has established an “Additive Manufacturing Network” to build an ecosystem of advanced additive production.
- **United Technologies** invested \$75 million in its “Additive Manufacturing Center of Excellence”
- **Lockheed Martin** filed a patent for the additive manufacturing of jet airplanes so that one day a country can print an air force on the spot for just-in-time defense.
- **Jabil Inc.** has built a digital platform, connecting scores of factories around the world into an optimized manufacturing powerhouse.

As such companies move down the learning curve for this *additive manufacturing* technology—also known as 3-D printing—they’re breaking the tradeoff between economies of scale and scope to create unprecedented leaps in quality, flexibility, speed, responsiveness, and power. Once they manage these new methods with software platforms, they’ll link and control hundreds of production lines in multi-industry factories around the world. The result will be pan-industrial titans that can make almost anything anywhere with levels of quality and responsiveness once thought impossible. Manufacturing will move close to consumers, shifting the geopolitical balance of power away from China and back to the West and Japan.

To put themselves in the best position to become pan-industrials, companies will need to turn to additive manufacturing and face the new management challenges it presents. D’Aveni, ranked by [Thinkers50](#) as one of the top management thinkers in the world, lays out proven approaches for adopting 3-D printing technologies ranging from identifying the state of 3D printing as applied to your industry to developing an industrial platform strategy.

Additive manufacturing technology is still rapidly evolving. It will alter the economic landscape, forcing managers and executives to keep pace with competitors by exploring and incorporating 3-D printing. *The Pan-Industrial Revolution* will become the blueprint for a new form of business competition that will define the future of manufacturing.

### **About the Author**

**Richard A. D'Aveni** is the Bakala Professor of Strategy at the Tuck School of Business at Dartmouth College. From 2007 to the present, he has been listed among the top 50 strategists and management thinkers in the world according to Thinkers50. He is the author of several influential books including the global bestseller *Hypercompetition, Strategic Supremacy, Beating the Commodity Trap, and Strategic Capitalism*. He advises Fortune 500 companies and many of the world's top corporate CEOs. He has won numerous awards including the prestigious A. T. Kearney Award for his research and the "2018 Visionary Thought Leader of the Decade Award" from the Women's Economic Forum for his work on developing strategy for international women's rights groups in emerging economies. A highly sought-after advisor and speaker, D'Aveni has addressed audiences all over the world, including the World Economic Forum's Annual Summit at Davos, Switzerland; and the French Senate in Paris.

### **About the Book**

#### **THE PAN-INDUSTRIAL REVOLUTION**

*How New Manufacturing Titans Will Transform the World*

By **Richard A. D'Aveni**

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#### **Advance Praise for 'THE PAN-INDUSTRIAL REVOLUTION**

"D'Aveni has really done his homework to understand the latest innovation in the 3D printing world. He's able to use the deep insight from his research to see into the future at how 3D printing technology will be at the center of the global design and manufacturing industry's digital transformation, as well as the potential implications of that seismic change on an economic, governmental, societal, and human level. The pan-industrial digital revolution he so astutely describes is not only feasible, it's already happening."

– **Stephen Nigro, president of 3-D printing, HP, Inc.**

"Dr. D'Aveni's book offers a thought-provoking glimpse into how digital technologies are changing our world. *The Pan-Industrial Revolution* traces how additive manufacturing is emerging in combination with information-rich industrial platforms to positively impact the next generation of global manufacturing."

– **Mark Mondello, CEO, Jabil, Inc.**

"There are few authors with the prescience that D'Aveni has had. Each of his books accurately predicted major shifts in the nature of competition and the economy. With *The Pan-Industrial Revolution*, he has done it again and readers should pay attention if they don't want to miss out."

– **Gary Hamel, Professor, London Business School, Director, Management Lab,  
Author of *Future of Management and What Matters Now***