



New Porsche Consulting Magazine: Unlocking Perspectives

09/10/2020 Digital Magazine shows what matters now to economy and society.

This year marks the first time that *Porsche Consulting* magazine is appearing exclusively in digital form. The issue provides insights into the crisis provoked by Covid-19 and the reactions shown by executives and experts around the globe. Their views have a common theme: no matter how difficult the situation may be in many places, it pays to seek solutions for a better and more sustainable future.

These are the sections of this edition:

Insight

Holistic approach.

When faced with a crisis, people and companies show what they're made of. Some of them have proved

to be real heroes.

Spectrum

Daring foresight.

Preparing for emergencies is standard training for pilots and police officers. What we can learn from individuals who make every second count.

Opportunity

Sharp resolution.

Crises can release energy. Suddenly, we achieve what we had thought was impossible. The art of using this momentum can pay off.

Vision

Clear focus.

New business models, a quantum leap in digital transformation, renewed focus on core values: the world will be different after Covid-19. The course is already set.

Info

The online magazine including interactive graphics can be found at www.magazine2020.porsche-consulting.com/en/home.

**MEDIA
ENQUIRIES**



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