

Change

The trick for individuals, and for larger entities, is to understand that malaise can be the worse fate.

**Crises often force change.
Tolerable underperformance is,
or can be, for keeps.**

...

**Cause and effect are hard to establish,
but the record keeps throwing up
these chronological proximities
of crisis and profound innovation.**

**Janan Ganesh,
Financial Times, September 1, 2023**