

Deep in Conversation: MIT Book Talk



Professor Sheffi discusses his new book, *The New (Ab)Normal: Reshaping Business and Supply Chain Strategy Beyond Covid-19*

Monday, 26 Oct 2020, 12:00 EDT

Register here: bit.ly/MITNewAb

Much has been written about Covid-19 victims, how scientists raced to understand and treat the disease, and how governments did (or did not) protect their citizens. Less has been written about the pandemic's impact on the global economy and how companies and entrepreneurs coped as the competitive environment was upended.

In *The New (Ab)Normal*, Professor Sheffi studies how businesses grappled with the chaos of the pandemic. He explores what individuals and enterprises are likely to do to survive and thrive after the pandemic subsides. Engage with professor Sheffi through live Q&A and audience polls.

MIT students and affiliates will be offered a discount for the book at the end of the talk.

