

# Abb next level

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### ABB's Next Level Strategy and Transformation\*\*

ABB's next level strategy, titled "Accelerate growth," aims to drive sustainable growth by focusing on three key areas: digitalization, electrification, and industrial automation. The strategy is designed to position ABB as a leading provider of innovative solutions for its customers in the energy, industry, and transport sectors.

### ABB at A-Level: Equivalence to IB and New Operating Model

ABB at A-level is a demanding and highly sought-after qualification. It is equivalent to 38 points in the International Baccalaureate (IB) and is typically accepted by universities as meeting the entry requirements for prestigious courses.

ABB has recently undergone a major transformation, adopting a new operating model that consists of four divisions: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation. This restructuring is intended to enhance customer focus and operational efficiency.

### ABB's Leadership and Management

Bjorn Rosengren currently serves as the CEO of ABB. He is known for his leadership in the technology industry and is responsible for guiding ABB's transformation and growth strategy. ABB employs a decentralized management style, which empowers local teams with decision-making authority.

### ABB's Competitive Advantage and Mission

ABB's competitive advantage lies in its strong brand recognition, global presence, and extensive portfolio of cutting-edge technologies. The company's mission

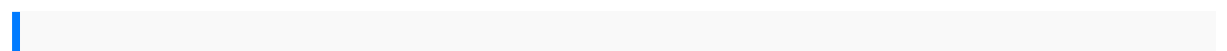
statement is "Empowering a sustainable future through electrification, robotics, automation, and digitalization."

## **A-Level and IB Comparison and Preferences**

A-Levels and IB are both rigorous pre-university qualifications, but they have different strengths and weaknesses. A-Levels offer greater depth in specific subjects, while IB provides a broader education with a focus on interdisciplinary learning. Both qualifications are highly regarded by universities worldwide.

Harvard University does not have a specific preference for IB or A-Levels, but it does look for students who demonstrate academic excellence and a well-rounded education. Oxford University typically favors IB over A-Levels, as it values the IB's emphasis on critical thinking and interdisciplinary learning.

Ultimately, the best choice between IB and A-Levels depends on the individual student's interests, strengths, and university goals.



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