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**Good Strategy Bad Strategy
Book Summary - Strategy 101**

~~Richard P. Rumelt Bad Strategy
The Difference and Why It Matters
Part 01 Audiobook LSE Events |
Prof. Richard Rumelt | Good~~

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What Makes Good Strategy, What
Makes Bad Strategy *Good
Strategy/Bad Strategy - who
succeeds in business?* Good
Strategy/Bad Strategy by Richard
Rumelt \ "Good Strategy Bad

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Strategy\ "Learn what makes a Good Strategy (How To) Good Strategy Bad Strategy

Richard P. Rumelt Bad Strategy The Difference and Why It Matters Part 02 Audiobook *Good Strategy Bad Strategy Best examples* Good Strategy Bad Strategy Book

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Review Strategic Thinking: A
Head-to-Head Book Review *Best*
marketing strategy ever! Steve
Jobs Think different / Crazy ones
speech (with real subtitles) Think
Fast, Talk Smart: Communication
Techniques What is strategy?
Michael Porter explains common

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misunderstandings. Why It

You need strategy for Your
Organization Prof. Michael Porter
~~Richard Rumelt's Big Idea for the
Thinker's 50, 2013~~

Best Books on Strategic Thinking -
How to be the Greatest Strategist
The Five Competitive Forces

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That Shape Strategy Top 7

Best Business And Marketing

Strategy Books **Corporate vs.**

Business Strategy Starbucks

CEO Howard Schultz: How to Be

Strategic Thinkers | Inc.

Intelligent Strategy, featuring

Richard Rumelt Good Strategy

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Bad Strategy Richard Rumelt 1-
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strategy good strategy bad
strategy by Richard Rumelt - Book
Summary Professor Richard
Rumelt at Ci2012 - \"Keys to Good
Strategy in Volatile Times\" The
BRRRR Strategy EXPOSED: The*

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Truth... MAN 4720 Summer B -
2018 Lecture on Chapters 1,2,3 of
Good Strategy/Bad Strategy Good
Strategy Bad Strategy Oct 2011
Good Strategy Bad Strategy
The

Richard Rumelt's brilliant Good
Strategy/Bad Strategy is one, a

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milestone in both the theory and practice of strategy. Cutting to the core of what makes the difference between success and being an also-ran, Rumelt uses vivid examples from the contemporary business world and global history that clearly show

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how to recognize the good, reject the bad, and make good strategy a living force in your organization.

**Good Strategy Bad Strategy:
The Difference and Why it ...**
Good Strategy, Bad Strategy
pinpoints the polar difference:

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The diagnosis and actions that constitute good strategy, the fluff and failures that cause the bad. Richly illustrated and persuasively argued by a researcher, teacher, and consultant, Richard Rumelt has authored the playbook for anybody in a leadership position

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who must think and act
strategically.

**Good Strategy/Bad Strategy:
The difference and why it ...**

Richard Rumelt's brilliant Good
Strategy/Bad Strategy is one, a
milestone in both the theory and

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practice of strategy. Cutting to the core of what makes the difference between success and being an also-ran, Rumelt uses vivid examples from the contemporary business world and global history that clearly show how to recognize the good, reject

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the bad, and make good strategy
a living force in your
organization.”

Good Strategy/Bad Strategy | The Difference and Why It Matters

Bad strategy, ridiculous as it is

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Differences And Why It Matters

made obvious by such template, is prevalent. In many companies "strategy" is just a vaguely motivational, vacuous pie in the sky wishing amassed with political correctness statements.

Good Strategy/Bad Strategy:

Page 19/93

Online Library Good Strategy Bad Strategy The **The Difference and Why It ...**

Strategy is about how an organization will move forward. Bad strategy lacks actions to take. Bad strategy mistakes goals, ambition, vision, values, and effort for strategy (these things are important, but on their

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own are not strategy). Good strategy is designed to be coherent – all the actions an organization takes should reinforce and support each other. Leaders must do this deliberately and coordinate action across departments.

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Notes from “Good Strategy / Bad Strategy” by Jeff Zych

Good strategy • Diagnosis: understanding the challenge • A guiding policy: the reasons that you'll take action to address the challenge • A set of coherent

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actions: a concrete, consistent action plan

Bad strategy

- Fluff: empty slogans and buzzwords
- Failure to face the challenge: focusing on things that are not the root problem
- Mistaking goals for strategy: a wish-list of objectives without a plan of

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**Good Strategy Bad Strategy:
The Difference and Why It ...**

(PDF) Richard Rumelt Good
Strategy Bad Strategy The

aaa

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**(PDF) Richard Rumelt Good
Strategy Bad Strategy The ...**

In Good Strategy/Bad Strategy, Richard Rumelt describes what bad strategy is and why we see so much of it. He also shares his framework for what drives good strategy along with guidance on

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how to create more of it. For a quick overview of his work, make sure to read The Perils of Bad Strategy.

**What makes good strategy?.
In Good Strategy/Bad
Strategy ...**

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Good strategy gathers power from its very rareness. [Ch. 1, "Good Strategy is Unexpected"] A great deal of modern writing about strategy deals with the detailed economic logic of "competitive advantage." Good Strategy/Bad Strategy argues

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that a coherent strategy can be, by itself, a significant source of competitive advantage. The advantage flows from coordination and focus as well as from resolving the impossible ambiguity of reality into a problem that fits the

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Organization's... And Why It
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**About | Good Strategy/Bad
Strategy**

According to Richard Rumelt in
Good Strategy/Bad Strategy: “An
especially insightful diagnosis can
transform one’s view of the

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situation, bringing a radically different perspective to bear. When a diagnosis classifies the situation as a certain type, it opens access to knowledge about how analogous situations were handled in the past...”

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Good Strategy Bad Strategy: What is the Kernel of a ...

To be a good strategy, it must precisely diagnose the problem being solved; set a guiding policy that will address that problem; and propose a set of coherent actions which will deliver that

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Policy. These three elements make up the 'Kernel of Good Strategy' defined by Richard Rumelt in his book 'Good Strategy / Bad Strategy'. Rumelt started his working life as an engineer, before becoming an academic and management consultant to

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Some of the largest organisations
in the world.

**A good strategy will include
these three elements | Hall ...**

Good Strategy/Bad Strategy uses
fascinating examples from
business, nonprofit, and military

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Differences And Why It Matters

affairs to bring its original and pragmatic ideas to life. The detailed examples range from Apple to General Motors, from the two Iraq wars to Afghanistan, from a small local market to Wal-Mart, from Nvidia to Silicon Graphics, from the Getty Trust to

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the Los Angeles Unified School District, from Cisco Systems to Paccar, and from Global Crossing to the 2007-08 financial crisis.

**Amazon.com: Good Strategy
Bad Strategy: The Difference
and ...**

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A good strategy is an entirely intentional and focused problem-solving activity, which focuses on fundamental and vital issues. It utilizes the intelligent application of advantage to reach better placement in the market. Key Lessons from "Good Strategy /

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**Good Strategy / Bad Strategy
PDF Summary - Richard
Rumelt**

I think “Good Strategy – Bad Strategy” by Richard Rumelt is one of the best books on strategy

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I have come across. I was one of the first to read it, and once I picked it up I had trouble putting it down. Now that is quite a compliment for a management book, especially one on Strategy. As a strategy consultant who has tried most strategic ...

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**Using the "Good Strategy -
Bad Strategy" approach to ...**

Rumelt suggests that the underlying factor contributing to bad strategy is lack of commitment to the hard work. Good strategy, results from

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investing the time to make the hard choices to gain focus, and identifying obstacles and working out how to deal with them.

Rumelt states that there are three key elements that make up good strategy:

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Good Strategy/Bad Strategy: The Difference and Why It ...

The Core Concepts of Good Strategy, Bad Strategy Per Rumelt, "good strategy is coherent action backed up by an argument, an effective mixture of thought and action with a basic

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underlying structure called the
kernel.”

**Book Review of Good
Strategy, Bad Strategy by
Richard ...**

“Bad strategy is long on goals
and short on policy or action. It

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assumes that goals are all you need. It puts forward strategic objectives that are incoherent and, sometimes, totally impracticable. It uses high-sounding words and phrases to hide these failings.”

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**Good Strategy Bad Strategy
Quotes by Richard P. Rumelt**

Good Strategy/Bad Strategy clarifies the muddled thinking underlying too many strategies and provides a clear way to create and implement a powerful action-oriented strategy for the

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real world. Developing and
implementing a strategy is the
central task of a leader.

Argues that a manager's central
responsibility is to create and

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Implement strategies, challenges
popular motivational practices,
and shares anecdotes discussing
how to enable action-oriented
plans for real-world results.

When Richard Rumelt's Good
Strategy/Bad Strategy was

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published in 2011, it immediately struck a chord, calling out as bad strategy the mish-mash of pop culture, motivational slogans and business buzz speak so often and misleadingly masquerading as the real thing. Since then, his original and pragmatic ideas have

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won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly acknowledge the challenges being faced and offer straightforward approaches to

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overcoming them. Strategy should not be equated with ambition, leadership, vision or planning; rather, it is coherent action backed by an argument. For Rumelt, the heart of good strategy is insight into the hidden power in any situation, and into

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an appropriate response - It
whether launching a new product,
fighting a war or putting a man on
the moon. Drawing on examples
of the good and the bad from
across all sectors and all ages, he
shows how this insight can be
cultivated with a wide variety of

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tools that lead to better thinking
and better strategy, strategy that
cuts through the hype and gets
results.

Good Strategy/Bad Strategy
clarifies the muddled thinking
underlying too many strategies

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and provides a clear way to create and implement a powerful action-oriented strategy for the real world. Developing and implementing a strategy is the central task of a leader. A good strategy is a specific and coherent response to—and

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approach for—overcoming the obstacles to progress. A good strategy works by harnessing and applying power where it will have the greatest effect. Yet, Rumelt shows that there has been a growing and unfortunate tendency to equate Mom-and-

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apple-pie values, fluffy packages of buzzwords, motivational slogans, and financial goals with “strategy.” In Good Strategy/Bad Strategy, he debunks these elements of “bad strategy” and awakens an understanding of the power of a “good strategy.” He

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introduces nine sources of power—ranging from using leverage to effectively focusing on growth—that are eye-opening yet pragmatic tools that can easily be put to work on Monday morning, and uses fascinating examples from business,

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nonprofit, and military affairs to bring its original and pragmatic ideas to life. The detailed examples range from Apple to General Motors, from the two Iraq wars to Afghanistan, from a small local market to Wal-Mart, from Nvidia to Silicon Graphics, from

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the Getty Trust to the Los Angeles
Unified School District, from Cisco
Systems to Paccar, and from
Global Crossing to the 2007-08
financial crisis. Reflecting an
astonishing grasp and integration
of economics, finance,
technology, history, and the

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brilliance and foibles of the
human character, Good
Strategy/Bad Strategy stems from
Rumelt's decades of digging
beyond the superficial to address
hard questions with honesty and
integrity.

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Even though everyone is talking about it, there is no concept in business today more muddled than 'strategy'. Richard Rumelt, described by McKinsey Quarterly as 'a giant in the field of strategy' and 'strategy's strategist', tackles this problem head-on in a jargon-

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free explanation of how to
develop and take action on
strategy, in business, politics and
beyond. Rumelt dispels popular
misconceptions about strategy -
such as confusing it with
ambitions, visions or financial
goals - by very practically

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showing that a good strategy focuses on the challenges a business faces, and providing an insightful new approach for overcoming them. His sharp analysis and his brilliant, bold style make his book stand out from its competitors (something

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that Rumelt himself says is crucial). Rumelt has always challenged dominant thinking, ever since, in 1972, he was the first person to uncover a statistical link between corporate strategy and profitability - and this is his long-awaited tour de

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Thinking strategically is what separates managers and leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what

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strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with

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real world strategies. It can be read as a whole or you can dip into the easy-to-read, bite-size sections as and when you need to deal with a particular issue. The structure has been specially designed to make sections quick and easy to use – you'll find

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yourself referring back to them again and again.

Are you ready for the leadership moment? “Gripping adventure and actionable advice.”—Fast Company Merck’s Roy Vagelos commits millions of dollars to

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develop a drug needed only by people who can't afford it • Eugene Kranz struggles to bring the Apollo 13 astronauts home after an explosion rips through their spacecraft • Arlene Blum organizes the first women's ascent of one of the world's most

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dangerous mountains • Joshua
Lawrence Chamberlain leads his
tattered troops into a pivotal Civil
War battle at Little Round Top •
John Gutfreund loses Salomon
Brothers when his inattention to a
trading scandal almost topples
the Wall Street giant • Clifton

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Wharton restructures a \$50 billion
pension system direly out of
touch with its customers • Alfredo
Cristiani transforms El Salvador's
decade-long civil war into a
negotiated settlement • Nancy
Barry leads Women's World
Banking in the fight against Third

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World poverty • Wagner Dodge
faces the decision of a lifetime as
a fast-moving forest fire
overtakes his firefighting crew.

Do you have the right strategy to
lead your company into the
future? Get more of the

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define the best strategy for your company. With insights from leading experts including Michael E. Porter, A.G. Lafley, and Clayton M. Christensen, this book will inspire you to: Choose a strategy that meets the demands of your competitive environment Identify

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the signals of disruption and take
steps to avoid it Understand lean
methodology and how it is
changing business Transform
your products and services into
platforms Instill your strategy
with creativity and purpose
Generate value for your company,

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while also contributing to society
This collection of articles includes
"Your Strategy Needs a Strategy,"
by Martin Reeves, Claire Love,
and Philipp Tillmanns; "Transient
Advantage," by Rita Gunther
McGrath; "Bringing Science to the
Art of Strategy," by A.G. Lafley,

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Roger L. Martin, Jan W. Rivkin,
and Nicolaj Siggelkow; "Managing
Risks: A New Framework," by
Robert S. Kaplan and Anette
Mikes; "Surviving Disruption," by
Maxwell Wessel and Clayton M.
Christensen; "The Great
Repeatable Business Model," by

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Chris Zook and James Allen;
'Pipelines, Platforms, and the New
Rules of Strategy," by Marshall W.
Van Alstyne, Geoffrey G. Parker,
and Sangeet Paul Choudary;
"Why the Lean Start-Up Changes
Everything," by Steve Blank;
"Strategy Needs Creativity," by

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Adam Brandenburger; "Put Purpose at the Core of Your Strategy," by Thomas W. Malnight, Ivy Buche, and Charles Dhanaraj; "Creating Shared Value," by Michael E. Porter and Mark R. Kramer.

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Explains how companies must pinpoint business strategies to a few critically important choices, identifying common blunders while outlining simple exercises and questions that can guide day-to-day and long-term decisions.

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You think you have a winning strategy. But do you? Executives are bombarded with bestselling ideas and best practices for achieving competitive advantage, but many of these ideas and practices contradict each other. Should you aim to be big or fast?

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Should you create a blue ocean,
be adaptive, play to win—or
forget about a sustainable
competitive advantage
altogether? In a business
environment that is changing
faster and becoming more
uncertain and complex almost by

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the day, it's never been more important—or more difficult—to choose the right approach to strategy. In this book, The Boston Consulting Group's Martin Reeves, Knut Haanæs, and Janmejaya Sinha offer a proven method to determine the strategy

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approach that is best for your company. They start by helping you assess your business environment—how unpredictable it is, how much power you have to change it, and how harsh it is—a critical component of getting strategy right. They show how

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existing strategy approaches sort into five categories—Be Big, Be Fast, Be First, Be the Orchestrator, or simply Be Viable—depending on the extent of predictability, malleability, and harshness. In-depth explanations of each of these approaches will

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provide critical insight to help you match your approach to strategy to your environment, determine when and how to execute each one, and avoid a potentially fatal mismatch. Addressing your most pressing strategic challenges, you'll be able to answer questions

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such as: • What replaces planning when the annual cycle is obsolete? • When can we—and when should we—shape the game to our advantage? • How do we simultaneously implement different strategic approaches for different business units? • How do

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we manage the inherent contradictions in formulating and executing different strategies across multiple businesses and geographies? Until now, no book brings it all together and offers a practical tool for understanding which strategic approach to

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FT BUSINESS BOOK OF THE
MONTH 'A comprehensive,
concise, and practical guide that
will enable anyone, in any
situation, to develop their
strategic thinking' Tiffani Bova,

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Chief Growth Evangelist, It
Salesforce, WSJ bestselling
author, Growth IQ 'A must read
for everyone who ever deals with
complex important challenges.
There are many take-away gems
here that will help you push
through the knotty centre of hard-

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to-resolve problems. Highly
recommended!', Richard Rumelt,
author of Good Strategy, Bad
Strategy Being strategic is a
critical skill. It enables you to
solve problems on a day-to-day
basis while also keeping an eye
on the long term, anticipating

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opportunities and mitigating threats along the way. Fred Pelard has been teaching strategic thinking to executives at all levels at leading companies around the world for almost 20 years. How to Be Strategic is his accessible and thorough guide to

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strategic thinking in any situation.
It contains 12 smartly illustrated,
workable methodologies from
leading experts like Eric Ries,
Chan Kim, and Barbara Minto, and
will help you find your own path
to the right solution every time. 'A
wonderful and inspirational look

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into wide-ranging frameworks and theories to spark new thinking and strategy' Tom Goodwin, author of Digital Darwinism and Head of Futures and Insight at Publicis Groupe 'Practical and comprehensive' Roeland Assenberg, Director, Strategy and

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Banking, Monitor Deloitte
Netherlands

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