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Good Strategy/Bad Strategy: The Difference and Why It Matters (Hardback)

By Richard P Rumelt

Random House USA Inc, United States, 2011. Hardback. Book Condition: New. 231 x 163 mm. Language: English . Brand New Book. Clears out the mumbo jumbo and muddled thinking underlying too many strategies 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, whether the CEO at a Fortune 100 company, an entrepreneur, a church pastor, the head of a school, or a government official. Richard Rumelt shows that there has been a growing and unfortunate tendency to equate Mom-and-apple-pie values, fluffy packages of buzzwords, motivational slogans, and financial goals with strategy. He debunks these elements of bad strategy and awakens an understanding of the power of a good strategy. A good strategy is a specific and coherent response to and approach for overcoming the obstacles to progress. A good strategy works by harnessing and applying power where it will have the greatest effect in challenges as varied as putting a man on the moon, fighting a war, launching a new product, responding to changing market dynamics, starting a charter school, or setting up a government program. Rumelt's nine sources...



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