



## Your Strategy Needs a Strategy: How to Choose and Execute the Right Approach

By Knut Haanaes, Martin Reeves

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. 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? 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 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 Haanaes, and Janmejaya Sinha offer a proven method to determine the strategy 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 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...



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