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This new edition of Craftingand Executing Strategy continues to provide a valuable resource forEuropean readers while embracing new and updated core concepts and key theoriesin strategy. Throughout the text you will find a range of examples thatillustrate how strategy works in the real world and encourage the practicalapplication of learning. Complementing the chapters is a section of new casesproviding in-depth analysis of the challenges of strategic management at a range of companies. This edition includes: • A new 6Ds framework, allowing readers to structure theirapproach to strategic management around the fundamental elements of thestrategy process (Diagnosis, Direction, Decisions and Delivery) and the contextwithin which that process is managed (Dynamism and Disorder). • Opening cases that begin each chapter and feature real-lifebusiness scenarios from companies such as Tinder, Ikea and Victorinox, introducing strategic concepts and theories. • Illustration Capsules, which have been updated to illustratecontemporary business concerns and demonstrate how companies have reactedstrategically, increasing understanding of successful strategies. Companiesfeatured include Burberry, TOMS, Aldi, Novo Nordisk and more. • Key Debates that stimulate classroom discussion and encouragecritical analysis. • Emerging Themes that present contemporary strategicopportunities and issues such as ripple intelligence and technology and neworganizational structures. • A Different View encouraging readers to appreciate differingviewpoints on strategic concepts and theories. • End of chapter cases that capture each chapter’s main theoriesthrough engaging cases on companies such as Adidas and Nike, Lego and Uber. • New recommended reading at the end of each chapter which help tofurther knowledge, including classic texts and advanced reading, and authornotes providing context Connect is McGraw-Hill Education’s learning and teachingenvironment that improves student performance and outcomes while promotingengagement and comprehension of content. New for this edition are interview-style videos, featuring authorAlex Janes in discussion with business leaders, exploring how organizationalstrategy has developed within companies as diverse as Jeep, Levi Strauss, NovoNordisk and a prestigious oil and gas company. The videos are provided infull-length or in segments, with questions aimed at encouraging classroomdiscussion or self-testing. This new edition is available with SmartBook, McGraw-HillEducation’s adaptive, digital tool that tests students’ knowledge of key conceptsand pinpointsthe topics on which they need to focus study time. Crafting and Executing Strategy is also available with both TheBusiness Strategy Game and GLO-BUS – the world’sleading business strategy simulations.

This title responds head-on to the growing requests by business faculty for a concise, theory-driven strategic management concepts and cases text.

Based on the reputable US text the 2nd Southern African Edition of Crafting & Executing Strategy covers what every senior-level or entry-level MBA student in Southern Africa needs to know about crafting, executing and aligning business strategies, through presentation of core concepts and analytical techniques. A separate case and readings sections build on the main text by demonstrating the theory in practice. The core concepts are explained in language that Southern African students can grasp and provide relevant examples as used by small, medium and large SA companies.

#1 NEW YORK TIMES BESTSELLER • More than two million copies in print! The premier resource for how to deliver results in an uncertain world, whether you're running an entire company or in your first management job. "A must-read for anyone who cares about business."—The New York Times When Execution was first published, it changed the way we did our jobs by focusing on the critical importance of "the discipline of execution": the ability to make the final leap to success by actually getting things done. Larry Bossidy and Ram Charan now reframe their empowering message for a world in which the old rules have been shattered, radical change is becoming routine, and the ability to execute is more important than ever. Now and for the foreseeable future: • Growth will be slower. But the company that executes well will have the confidence, speed, and resources to move fast as new opportunities emerge. • Competition will be fiercer, with companies searching for any possible advantage in every area from products and technologies to location and management. • Governments will take on new roles in their national economies, some as partners to business, others imposing constraints. Companies that execute well will be more attractive to government entities as partners and suppliers and better prepared to adapt to a new wave of regulation. • Risk management will become a top priority for every leader. Execution gives you an edge in detecting new internal and external threats and in weathering crises that can never be fully predicted. Execution shows how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a "vision" and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. With paradigmatic case histories from the real world—including examples like the diverging paths taken by Jamie Dimon at JPMorgan Chase and Charles Prince at Citigroup—Execution provides the realistic and hard-nosed approach to business success that could come only from authors as accomplished and insightful as Bossidy and Charan.

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

Strategic Management delivers an insightful and concise introduction to strategic management concepts utilizing a strong mix of real-world contemporary examples. Written in a conversational style, this product sparks ideas, fuels creative thinking and discussion, while engaging students with the concepts they are studying.

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