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FINDING HIDDEN ASSETS TO
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PROFITABLE GROWTH



Chris Zook

Author of Profit from the Core and Beyond the Core

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Unstoppable Finding Hidden Assets To Renew The Core And Fuel Profitable Growth

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Unstoppable Chris Zook, 2007-05-03 Over the next decade two out of every three companies will face the challenge of their corporate lives redefining their core business Buffeted by global competition and facing an uncertain future more and more executives will realize that they must make fundamental changes in their core even as they continue delivering the goods and services that keep them in business today *Unstoppable* shows these managers how to look deep within their organizations to find undervalued unrecognized or underutilized assets that can serve as new platforms for sustainable growth Drawing on more than thirty interviews with CEOs from companies such as De Beers American Express and Samsung it shows readers how to recognize when the core needs reinvention and how to deploy the hidden assets that can be the basis for tomorrow's growth Building on the author's previous books *Profit from the Core* and *Beyond the Core* this book shows how any company in crisis can transform itself to become truly unstoppable

Unstoppable Chris Zook, 2007 Over the next decade two out of every three companies will face the challenge of their corporate lives redefining their core business Buffeted by global competition and facing an uncertain future more and more executives will realize that they must make fundamental changes in their core even as they continue delivering the goods and services that keep them in business today *Unstoppable* shows these managers how to look deep within their organizations to find undervalued unrecognized or underutilized assets that can serve as new platforms for sustainable growth Drawing on more than thirty interviews with CEOs from companies such as De Beers American Express and Samsung it shows readers how to recognize when the core needs reinvention and how to deploy the hidden assets that can be the basis for tomorrow's growth Building on the author's previous books *Profit from the Core* and *Beyond the Core* this book shows how any company in crisis can transform itself to become truly unstoppable

25 *Need-To-Know Strategy Tools* Vaughan Evans, 2014-10-22 Includes 10 handy do's and don'ts of strategy development Need powerful decision making tools at your fingertips Want to get the most out of strategic thinking models like Porter's Five Forces Only want what you need to know rather than reams of theory With the critical strategy tools required to drive your business forward this book tells you what you need to know fast

Profit from the Core Chris Zook, James Allen, 2010-02-05 When *Profit from the Core* was published in 2001 it became an international bestseller helping hundreds of companies find their way back to profitable growth after the bursting of the Internet bubble The 2007 global financial meltdown reaffirmed the perils of pursuing heady growth through untested strategies as firms in industries from finance to retailing to automobiles strayed too far from their core businesses and suffered the consequences In this updated edition of *Profit from the Core* authors Chris Zook and James Allen show that a renewed focus on the core is more critical than ever as firms seek to rebuild their competitive advantage coming out of the downturn and that a strong core will be the foundation for successful expansion as the economy recovers Based on more than ten years of Bain Company research and analysis and fresh examples from firms responding to the current downturn the book outlines what today's

executives and managers need to do now to revitalize their core identify the next wave of profitable growth and build on it successfully Zook and Allen explain how companies can Develop a strong well defined core and use it to establish a leadership position Follow the golden rule of strategy discourage competitors from investing in your core Assess whether your core is operating at its full potential Uncover hidden assets in your core that provide the seeds for new growth Find a repeatable formula to apply core business strengths in adjacent markets Building on powerful and proven ideas to meet today s formidable business challenges Profit from the Core is the back to basics strategy field guide no manager should be without **The Granularity of Growth** Patrick Viguerie,Sven Smit,Mehrdad Baghai,2011-01-13 While growth is a top

priority for companies of all sizes it can be extremely difficult to create and maintain especially in today s competitive business environment The Granularity of Growth will put you in a better position to succeed as it reveals why growth is so important what enables certain companies to grow so spectacularly and how to ensure that growth comes from multiple sources as you take both a broad and a granular view of your markets **Seizing the White Space** Mark W.

Johnson,2010-02-22 Business model innovation is the key to unlocking transformational growth but few executives know how to apply it to their businesses In Seizing the White Space Mark Johnson gives them the playbook Leaving the rhetoric to others Johnson lays out an eminently practical framework that identifies the four fundamental building blocks that make business models work In a series of in depth case studies he goes on to vividly illustrate how companies are using innovative business models to seize their white space and achieve transformational growth by fulfilling unmet customer needs in their current markets serving entirely new customers and creating new markets and responding to tectonic shifts in market demand government policy and technologies that affect entire industries He then lays out a structured process for designing a new model and developing it into a profitable and thriving enterprise while investigating the vexing and sometimes paradoxical managerial challenges that have commonly thwarted so many companies in their unguided forays into the unknown Business model innovators have reshaped entire sectors including retail aviation and media and redistributed billions of dollars of value With road tested frameworks analytics and diagnostics this book gives executives everything they need to reshape their businesses and achieve transformative growth Market-led Strategic Change Nigel Piercy,2009 With

the use of case studies this book will help the reader go back to basics by confronting critical questions in the organisation of marketing and how the critical processes of marketing planning and budgeting are managed Opportunity Recognition

Andreas Engelen,Clara von Gagern,Monika Engelen,2023-03-23 The textbook contains a comprehensive presentation of tools that can be used to systematically generate innovative ideas for new business growth opportunities In practice it can be observed that companies make considerable efforts to identify ideas for innovations that can decisively shape their industry The reason for this is not least the knowledge that a missed wave of innovation can lead to major problems for the entire company A central finding of business management research is that ideas for generating future growth opportunities are

often not a product of chance but the results of systematic analyses The authors provide a structured and comprehensive overview of the most important tools for identifying new growth opportunities They distinguish between company related market related and environment related approaches incorporate numerous practical examples and provide application oriented assistance with these tools The second edition of the book incorporates the latest research findings some examples have been updated and supplemented and the book has been expanded to include practical application tasks for teaching and practical workshops

Reinvent Your Business Model Mark W. Johnson, 2018-06-19 Named a Top 10 Business Strategy Book of 2018 by Inc magazine In his pioneering book *Seizing the White Space* Mark W Johnson argued that business model innovation is the most proven path to transformational growth Since then Uber Airbnb and other startups have disrupted whole industries incumbents such as Blockbuster Sears Toys R Us and BlackBerry have fallen by the wayside and digital transformation has become one of the business world s hottest and least understood slogans Nearly a decade later the art and science of business model innovation is more relevant than ever In this revised updated and newly titled edition Johnson provides an eminently practical framework for understanding how a business model actually works Identifying its four fundamental building blocks he lays out a structured and repeatable process for reinventing an existing business model or creating a new one and then incubating and scaling it into a profitable and thriving enterprise In a new chapter on digital transformation he shows how serial transformers like Amazon leverage business model innovation so successfully With rich new case studies of companies that have achieved new success and postmortems of those that haven t *Reinvent Your Business Model* will show you how to Determine if and when your organization needs a new business model Identify powerful new opportunities to serve your existing customers in existing markets Reach entirely new customers and create new markets through disruptive business models and products Seize opportunities for growth opened up by tectonic shifts in market demand government policy and technologies Make business model innovation a more predictable discipline inside your organization Business model innovation has the power to reshape whole industries including retail aviation media and technology redistributing billions of dollars of value This book gives you the tools to reshape your own company for enduring success *Reinvent Your Business Model* is the strategic innovation playbook you need now and in the future

Stall Points

Matthew S. Olson, Derek Van Bever, 2008-01-01 In this probing study of the growth experience of Fortune 100 sized firms across the past fifty years authors Olson and van Bever find that great companies stop growing not because of market saturation government regulation or other external constraints but rather because of a finite set of common strategy mistakes that appear time after time across industries across geography and across the economic cycle Jacket

Repeatability Chris Zook, James Allen, 2012 Based on a multiyear study of such firms as Apple IKEA and Vanguard the authors warn against complexity as a strategy for business planning advocating instead for a simple repeatable model that provides for constant improvement

Repetibilidad Chris Zook, James Allen, 2012-11 Permanecer fieles a sus principios

replicar y adaptar un modelo de negocio a lo largo del tiempo son las claves de las compañías exitosas. Tres principios a priori sencillos y que sin embargo solo consiguen llevar a cabo un 9% de todas las empresas que existen en el mundo y que hayan sido capaces de alcanzar niveles modestos de crecimiento sostenido y rentable a lo largo de la última década. Repetibilidad se convierte en un manual de consulta imprescindible. A través de sus páginas explica la estrategia de negocio que utilizan las empresas con éxito duradero y los errores que han cometido otras grandes. Para ello Chris Zook y James Allen, sus autores, desgranar los Grandes Modelos de Negocio Repetibles. Lo que es lo mismo el pulido de principios que aprovechan el poder de lo repetible para que una marca triunfe y se expanda. **Strategic Leadership** Brian Leavy, Peter McKiernan, 2020-03-06

This is a concise thematic strategy text which will help students to see organizations from the perspective of the Chief Executive and to understand and debate the challenges, opportunities and issues which constitute the role of the CEO. The Essential Advantage Paul Leinwand, Cesare Mainardi, 2011. Conventional wisdom on strategy is no longer a reliable guide. In Essential Advantage Booz Company's Cesare Mainardi and Paul Leinwand maintain that success in any market accrues to firms with coherence: a tight match between their strategic direction and the capabilities that make them unique. Achieving this clarity takes a sharpness of focus that only exceptional companies have mastered. This book helps you identify your firm's blend of strategic direction and distinctive capabilities that give it the right to win in its chosen markets. Based on extensive research and filled with company examples including Amazon.com, Johnson & Johnson, Tata Sons and Procter & Gamble, Essential Advantage helps you construct a coherent company in which the pieces reinforce each other instead of working at cross purposes. The authors reveal: Why you should focus on a system of a few aligned capabilities; How to identify the way to play in your market; How to design a strategy for well modulated growth; How to align a portfolio of businesses behind your capability system; How your strategy clarifies growth costs and people decisions. Few companies achieve a capability-driven right to win in their market. This book helps you position your firm to be among them. Bain & Company WetFeet, 2009.

The Fundamentals of Design Management Kathryn Best, 2017-11-02. The book explicitly places the principles and processes of design within the context of a business or enterprise, explaining how design management can relate to the cultural, environmental, political and social impact of an enterprise. It emphasises the interdisciplinary nature of design management and as such is of relevance to students of a number of disciplines from art and design to business, marketing or media. *The Fundamentals of Design Management* is supported throughout by a range of interviews and case studies taken from design practitioners and industry experts. *Survive, Exploit, Disrupt* Peter Steidl, 2016-05-12. Recessions there may not be anything we can do to stop them, but we have plenty of choices when it comes to our response. During a recession too much time can be spent trying to guess what impact it may have while too little time is spent exploring the strategic options available. *Survive, Exploit, Disrupt* addresses the need for companies to shift their strategic thinking during an economic downturn. As trends change and consumer behaviour becomes less predictable, companies that triumph over

economic downturn fall into three categories survivors exploiters and disrupters This book shows executives how to navigate their way through the many challenges a recession represents for their business and capitalise on the opportunities these periods of upheaval present Inside you will discover the drivers of change during a recession how to adapt to recessionary periods how to exploit growth opportunities and identify disruptive opportunities specific actions you can take to survive a recession The result is a solid basis for recession proof strategy that companies can implement to ensure that they survive the tough times

Jumping the S-curve Paul Nunes, Tim Breene, 2011 Becoming worthy of the efforts and commitment of serious talent

The Founder's Mentality Chris Zook, James Allen, 2016-05-17 A Washington Post Bestseller Three Principles for Managing and Avoiding the Problems of Growth Why is profitable growth so hard to achieve and sustain Most executives manage their companies as if the solution to that problem lies in the external environment find an attractive market formulate the right strategy win new customers But when Bain Company's Chris Zook and James Allen authors of the bestselling Profit from the Core researched this question they found that when companies fail to achieve their growth targets 90 percent of the time the root causes are internal not external increasing distance from the front lines loss of accountability proliferating processes and bureaucracy to name only a few What's more companies experience a set of predictable internal crises at predictable stages as they grow Even for healthy companies these crises if not managed properly stifle the ability to grow further and can actively lead to decline The key insight from Zook and Allen's research is that managing these choke points requires a founder's mentality behaviors typically embodied by a bold ambitious founder to restore speed focus and connection to customers An insurgent's clear mission and purpose An unambiguous owner mindset A relentless obsession with the front line Based on the authors' decade long study of companies in more than forty countries The Founder's Mentality demonstrates the strong relationship between these three traits in companies of all kinds not just start ups and their ability to sustain performance Through rich analysis and inspiring examples this book shows how any leader not only a founder can instill and leverage a founder's mentality throughout their organization and find lasting profitable growth

Managing Complex Projects Kathleen B. Hass PMP, 2008-10-01 For organizations to thrive indeed to survive in today's global economy we must find ways to dramatically improve the performance of large scale projects Applying the concepts of complexity theory can complement conventional project management approaches and enable us to adapt to the unrelenting change that we ignore at our own peril Managing Complex Projects A New Model offers an innovative way of looking at projects and treating them as complex adaptive systems Applying the principles of complexity thinking will enable project managers and leadership teams to manage large scale initiatives successfully Explore how complexity thinking can be used to find new creative ways to think about and manage projects Diagnose complexity on a wide range of projects from small independent short projects to highly complex longer projects Understand and manage the complexity of the business problem opportunity solution and other dimensions that come into play when managing large scale efforts Use the Project Complexity

Model to determine the most effective approach to managing all aspects of a project based on the level of complexity involved

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