

<<再投资策略>>

图书基本信息

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内容概要

At last-a proven system for developing the strategic innovations every company needs to compete and win
As everyone knows, today's unprecedented rate of business change demands new levels of strategic insight and adaptability. Reinventing Strategy is the first practical, systematic guide to creating an adaptive enterprise, showing how companies around the world are using the Strategic Learning approach to consistently out think, out maneuver, and out perform their competition. As Willie Pietersen explains, companies that aspire to long-term success must develop and implement strategy as part of a continuous four-step cycle-Learn, Focus, Align, Execute-and he offers dozens of provocative anecdotes and case studies, illustrating how to implement it at every level of an organization. Written with unusual clarity, frankness, and wit, Reinventing Strategy will change the way managers everywhere approach their greatest and most important challenge: the need to make strategy into a tool for ongoing corporate renewal.

书籍目录

Acknowledgments. Foreword. PROLOGUE: The New Leadership Challenge. INTRODUCTION: A Journey of Discovery. CHAPTER 1: The New Playing Field. CHAPTER 2: The Challenge of Change. CHAPTER 3: The Search for an Answer. CHAPTER 4: The Strategic Learning Process. CHAPTER 5: Winning the Battle for Insight: Doing a Situation Analysis. CHAPTER 6: Defining Your Focus. CHAPTER 7: Aligning the Organization. CHAPTER 8: Transforming the Culture. CHAPTER 9: Overcoming Resistance to Change. CHAPTER 10: Implementing and Experimenting. CHAPTER 11: Strategic Learning as a Path to Personal Growth. CHAPTER 12: Creating an Environment for Success. SOURCES. INDEX. ABOUT THE AUTHOR.

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