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Richard Rumelt's brilliant Good Strategy/Bad Strategy is one, a milestone in both the theory and practice of strategy. Cutting to the core of what makes the difference between success and being an also-ran, Rumelt uses vivid examples from the contemporary business world and global history that clearly show how to

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recognize the good, reject the bad, and make good strategy a living force in your organization.

Good Strategy Bad Strategy: The Difference and Why it ...

Good Strategy, Bad Strategy pinpoints the polar difference: The diagnosis and actions that constitute good strategy, the fluff and failures that cause the bad. Richly illustrated and persuasively argued by a researcher, teacher, and consultant, Richard Rumelt has authored the playbook for anybody in a leadership position who must think and act strategically.

Good Strategy/Bad Strategy: The difference and why it ...

Richard Rumelt's brilliant Good Strategy/Bad Strategy is one, a milestone in both the theory and practice of strategy. Cutting to the core of what makes the difference between success and being an also-ran, Rumelt uses vivid examples from the contemporary business world and global history that clearly show how to recognize the good, reject the bad, and make good strategy a living force in your organization."

Good Strategy/Bad Strategy | The Difference and Why It Matters

Bad strategy, ridiculous as it is made obvious by such template, is prevalent. In many companies "strategy" is just a vaguely motivational, vacuous pie in the sky wishing amassed with political correctness statements.

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Good Strategy/Bad Strategy: The Difference and Why It ...

Strategy is about how an organization will move forward. Bad strategy lacks actions to take. Bad strategy mistakes goals, ambition, vision, values, and effort for strategy (these things are important, but on their own are not strategy). Good strategy is designed to be coherent – all the actions an organization takes should reinforce and support each other. Leaders must do this deliberately and coordinate action across departments.

Notes from “Good Strategy / Bad Strategy” by Jeff Zych

Good strategy □ Diagnosis: understanding the challenge □ A guiding policy: the reasons that you'll take action to address the challenge □ A set of coherent actions: a concrete, consistent action plan
Bad strategy □ Fluff: empty slogans and buzzwords □ Failure to face the challenge: focusing on things that are not the root problem □ Mistaking goals for strategy: a wish-list of objectives without a plan of action □

Good Strategy Bad Strategy: The Difference and Why It ...

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(PDF) Richard Rumelt Good Strategy Bad Strategy The ...

In Good Strategy/Bad Strategy, Richard Rumelt describes what bad strategy is and

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why we see so much of it. He also shares his framework for what drives good strategy along with guidance on how to create more of it. For a quick overview of his work, make sure to read *The Perils of Bad Strategy*.

What makes good strategy?. In *Good Strategy/Bad Strategy* ...

Good strategy gathers power from its very rareness. [Ch. 1, "Good Strategy is Unexpected"] A great deal of modern writing about strategy deals with the detailed economic logic of "competitive advantage." *Good Strategy/Bad Strategy* argues that a coherent strategy can be, by itself, a significant source of competitive advantage. The advantage flows from coordination and focus as well as from resolving the impossible ambiguity of reality into a problem that fits the organization's ...

About | *Good Strategy/Bad Strategy*

According to Richard Rumelt in *Good Strategy/Bad Strategy*: "An especially insightful diagnosis can transform one's view of the situation, bringing a radically different perspective to bear. When a diagnosis classifies the situation as a certain type, it opens access to knowledge about how analogous situations were handled in the past..."

Good Strategy Bad Strategy: What is the Kernel of a ...

To be a good strategy, it must precisely diagnose the problem being solved; set a

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guiding policy that will address that problem; and propose a set of coherent actions which will deliver that policy. These three elements make up the 'Kernel of Good Strategy' defined by Richard Rumelt in his book 'Good Strategy / Bad Strategy'. Rumelt started his working life as an engineer, before becoming an academic and management consultant to some of the largest organisations in the world.

A good strategy will include these three elements | Hall ...

Good Strategy/Bad Strategy uses fascinating examples from business, nonprofit, and military affairs to bring its original and pragmatic ideas to life. The detailed examples range from Apple to General Motors, from the two Iraq wars to Afghanistan, from a small local market to Wal-Mart, from Nvidia to Silicon Graphics, from the Getty Trust to the Los Angeles Unified School District, from Cisco Systems to Paccar, and from Global Crossing to the 2007-08 financial crisis.

Amazon.com: Good Strategy Bad Strategy: The Difference and ...

A good strategy is an entirely intentional and focused problem-solving activity, which focuses on fundamental and vital issues. It utilizes the intelligent application of advantage to reach better placement in the market. Key Lessons from "Good Strategy / Bad Strategy": 1.

Good Strategy / Bad Strategy PDF Summary - Richard Rumelt

I think "Good Strategy – Bad Strategy" by Richard Rumelt is one of the best books

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on strategy I have come across. I was one of the first to read it, and once I picked it up I had trouble putting it down. Now that is quite a compliment for a management book, especially one on Strategy. As a strategy consultant who has tried most strategic ...

Using the "Good Strategy - Bad Strategy" approach to ...

Rumelt suggests that the underlying factor contributing to bad strategy is lack of commitment to the hard work. Good strategy, results from investing the time to make the hard choices to gain focus, and identifying obstacles and working out how to deal with them. Rumelt states that there are three key elements that make up good strategy:

Good Strategy/Bad Strategy: The Difference and Why It ...

The Core Concepts of Good Strategy, Bad Strategy Per Rumelt, "good strategy is coherent action backed up by an argument, an effective mixture of thought and action with a basic underlying structure called the kernel."

Book Review of Good Strategy, Bad Strategy by Richard ...

"Bad strategy is long on goals and short on policy or action. It assumes that goals are all you need. It puts forward strategic objectives that are incoherent and, sometimes, totally impracticable. It uses high-sounding words and phrases to hide these failings."

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Good Strategy Bad Strategy Quotes by Richard P. Rumelt

Good Strategy/Bad Strategy clarifies the 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.

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