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

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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.

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