



All the Right Moves A Guide to Crafting Breakthrough Strategy

By Constantinos Markides

Harvard Business Review Press. Hardcover. Condition: New. 232 pages. Dimensions: 9.4in. x 6.2in. x 0.9in. Constantinos Markides contends that the essence of business strategy is to allow a company to create and exploit a unique strategic position in its industry. To do so, the company must make clear and explicit choices based on the answers to three difficult questions: Who should I target as customers? What products or services should I offer them? How should I do this in an efficient way? Any company engaged in strategy making must raise these questions, identify possible answers, and then choose what to do and what not to do. The objective should be to come up with ideas that differentiate the firm from its competitors - and thus stake out a unique strategic position. In *All the Right Moves*, a highly practical handbook on the fundamentals of strategy, Markides helps managers zero in on the critical choices that lie at the heart of all innovative strategies. More important, Markides argues that even the best of strategies have a limited life. It is not enough to develop a unique strategic position or to improve the existing one. Companies must continually create and colonize new strategic...



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