



## The Strategy Paradox: Why Committing to Success Leads to Failure (And What to do About It)

By Raynor, Michael E.

Crown Business, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: One of BusinessWeek Magazine's top ten business books of 2007 Voted one of the five best strategy books of 2007 by Strategy and Business magazine Advance praise for THE STRATEGY PARADOX "One of the most important, realistic and useful books on strategy ever written. With consummate clarity and withering logic, Raynor confronts and resolves the paradox that while strategy requires commitment, much about the future is simply unknowable. It is an absolutely brilliant, lucidly written piece of scholarship." --Clayton M. Christensen, Professor, Harvard Business School and author of the bestselling The Innovator's Dilemma and The Innovator's Solution "Raynor has taken the next giant leap forward in strategy. He demonstrates that much of what we know about creating value is true, but woefully incomplete. By widening our focus from simply the pursuit of success to include ever-present uncertainty, Raynor does more than simply alert us to the long-ignored risk/return tradeoff -- he shows us how to break it." --Jim Balsillie, co-CEO, Research in Motion (RIM) "The best lesson in corporate strategy I have ever read. Everyone admits we do not know what the future...



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