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In "Playing to Win: How Strategy Really Works," two of today's best-known business thinkers explain how strategic planning helped Procter & Gamble double its sales, quadruple its profits and

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Kein Wunder also, dass die Autoren von Playing to Win How Strategy Really Works reichlich auf Projekte und Case Studies aus jenen Jahren zur ekgreifen, immer wieder auch auf Olay , hierzulande besser bekannt als Oil of Olaz

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Playing to Win: How Strategy Really Works by A.G. Lafley

Playing To Win: How Strategy Really Works by A.G. Lafley and Roger L. Martin is an interesting and informative look at how strategic business decisions are made through examples by P & G between 2000 and 2009. A.G. Lafley is the former Chairman and CEO of Procter & Gamble and Roger L. Martin is the Dean of Rotman School of Management. The pair are extremely knowledgeable on the topic they are writing about, business strategy.

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Playing to Win: How strategy really works is nothing short of brilliant, and if you are a strategist, or just a manager trying to figure out how to grow or turn around your business you should have a dog-eared copy on your bookshelf next to Michael Porter's Competitive Strategy.
Playing To Win

Playing to Win Strategy Toolkit. Playing to Win is a process to create strategy for your company. Use the toolkit as a hands-on resource for implementing this proven approach.

Roger Martin, Playing to Win - How to make strategy work

How to make strategy work in a complex and unpredictable world. In its essence, strategy is simple. It is about answering two fundamental and interrelated questions: where to play and how to win.