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Cynthia A. Montgomery

We have lost sight of the fact that strategy is not just a plan or idea; it is a company's way of life. As strategy's arbiter and steward, the CEO is choosing the company's future.

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Robert S. Kaplan and David P. Norton

Great strategy won't succeed without strong operations – and vice versa. A blueprint for linking the two can help you balance the tension between them.

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Michael E. Porter

Perhaps no framework has been as extensively field-tested as the "five forces" analysis of the factors that determine the long-run profitability of all industries, introduced in these pages in 1979. Now, with the benefit of almost 30 years of research and application, its author returns to reaffirm – and extend – his classic work.

98 Innovation Killers: How Financial Tools Destroy Your Capacity to Do New Things

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Interview by Thomas A. Stewart and Gardiner Morse

Lazard's CEO knows how to make and execute a good deal. After three decades in mergers and acquisitions, here's what he has learned advising companies and helping to broker more than a thousand deals.

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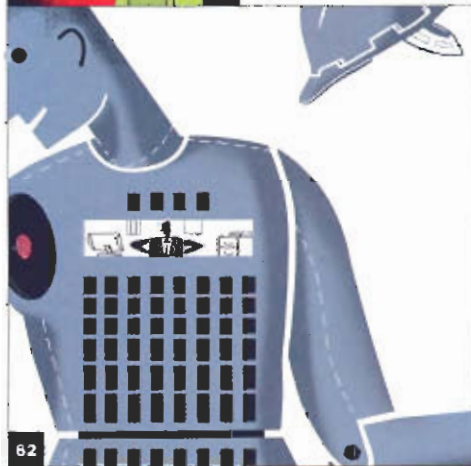
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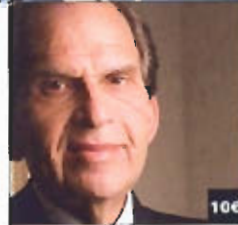
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When communication breaks down, chaos breaks out.

