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A reputation for producing good leaders time and again is part of a strong company brand. To build that kind of enduring capability, firms must do more than focus on the traits of individual leaders. They need to follow five key strategies.

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Your product may fly off the shelves during a price promotion, but those discounts could ultimately damage your brand. Don't be blinded by short-term sales data. Instead, watch a dashboard of long-term measures to protect your brand and your profit margins.



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K. Anders Ericsson, Michael J. Prietula, and Edward T. Cokely

To become an expert, you must discard the myth that genius is born, not made. Scientific research overwhelmingly shows that elite performance comes primarily from years of practice, dedicated coaching, and relentless effort to understand and correct mistakes.



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The wise consumer of a forecast is not a trusting bystander but a participant and, above all, a critic. Here are six common-sense rules for distinguishing good forecasts from bad – and for developing your own.



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Robert H. Hayes and William J. Abernathy

Unlike European and Japanese managers, American managers have sometimes avoided the hard, make-or-break decisions concerning technological competitiveness. Examining how this shortsighted neglect contributed to U.S. economic decline several decades ago offers useful lessons for today's companies.

150 Using the Balanced Scorecard as a Strategic Management System

Robert S. Kaplan and David P. Norton

How do you ensure today's actions will help your company reach tomorrow's goals? By using the balanced scorecard to link long-term strategic objectives with short-term budgetary needs.

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Japanese companies, masters of manufacturing, have also been leaders in the creation, management, and use of knowledge – especially the tacit and often subjective insights, intuitions, and ideas of employees.

172 A Road Map for Natural Capitalism

Amory B. Lovins, L. Hunter Lovins, and Paul Hawken

Some farsighted companies have shown that it's possible to offer better products and more-innovative services at a significantly lower cost by being up to 100 times more efficient in the use of natural resources. Can you compete if you don't follow suit?