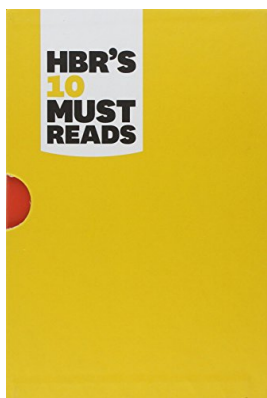


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Description:

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Is your company spending too much time on strategy development, with too little to show for it? Discover what it takes to distinguish your company from rivals, clarify what it will (and won't) do, create blue oceans of uncontested market space, and make your priorities explicit so employees can realize your vision. **This book includes the bonus article "What Is Strategy?" by Michael E. Porter.**

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Most companies' change initiatives fail—but yours can beat the odds. Learn how to overcome addiction to the status quo, establish a sense of urgency, mobilize commitment and resources, silence naysayers, minimize the pain of change, and motivate change even when business is good. **This book includes the bonus article "Leading Change," by John P. Kotter.**

About the HBR's 10 Must Reads Series:

HBR's 10 Must Reads series is the definitive collection of ideas and best practices for aspiring and experienced leaders alike. These books offer essential reading selected from the pages of *Harvard*

Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from the best minds in business.

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