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Playing to Win How Strategy Really Works by A G Lafley

This week's entry is the newly released book by A.G. Lafley, the former chairman and CEO of Procter & Gamble and Roger Martin, give us this outstanding look at strategy from the trenches called Playing To Win: How Strategy Really Works. Akin to James C. Collins Good To Great, Playing To Win is a business book you can apply to any industry.

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Playing to Win How Strategy Really Works A G Lafley

It's hard because it forces people and organizations to make specific choices about their future something that doesn't happen in most companies. Now two of today's best-known business thinkers get to the heart of strategy explaining what it's for, how to think about it, why you need it, and how to get it done.

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Playing to Win

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