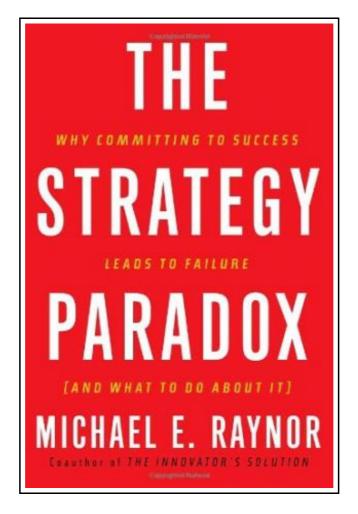
# The Strategy Paradox: Why Committing to Success Leads to Failure (And What to do About It)



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## THE STRATEGY PARADOX: WHY COMMITTING TO SUCCESS LEADS TO FAILURE (AND WHAT TO DO ABOUT IT)



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