

Where Do Great Strategies Really Come From?

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“The differences between you and your competitors are the basis of your advantage”

-- Bruce Henderson, “The Origin of Strategy,” *Harvard Business Review*, 1989

“Creativity is seeing what everyone else has seen, and thinking what no one else has thought”

-- Albert Einstein



Sabi Sabi Game Reserve, South Africa, August 2017 (photo by Adam Brandenburger)

