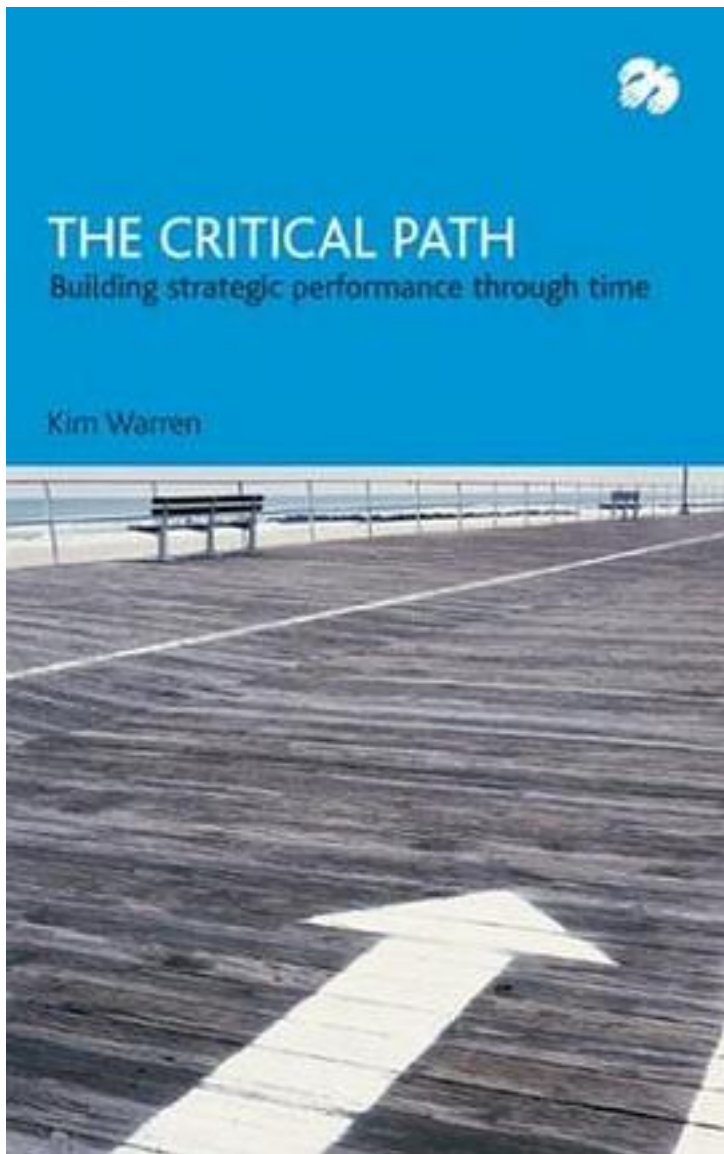


The Critical Path



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A revolutionary perspective on business strategy and performance informs this guide to building business strategies that will increase profits and the long-term value of a business. The advice provided will facilitate a manager's ability to answer three crucial questions: Why is our business performance following its current path? Where is it going if we carry on as we are? and How can we design a robust strategy to transform this performance in the future? A practical framework for making business decisions offers a vision for understanding the inner workings of a business, asserting control in a market, choosing strategies that adhere to goals, outperforming the competition, and managing external forces. The stimulating ideas enable managers to make a significant impact on profitability and reap rewards in the future.

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