

# Harvard Business Review on Strategic Renewal



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Technologies, consumer preferences, and market dynamics are changing faster than ever. To help your company stay competitive in the face of accelerating change, you need to continually test and redefine your strategy. But strategic renewal isn't easy.

This book provides the ideas you'll need to refresh your competitive strategy as business conditions shift. A sampling of what you'll find:

How companies as diverse as GE and Amazon.com have spurred fresh growth by refining their talent management, marketing, and innovation strategies  
Ways to determine where your industry is heading and what its new direction implies for your strategy  
Tactics for knowing when it's time to redefine your core business  
Persuading your workforce to support a new strategy even when business is good

作者介绍:

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