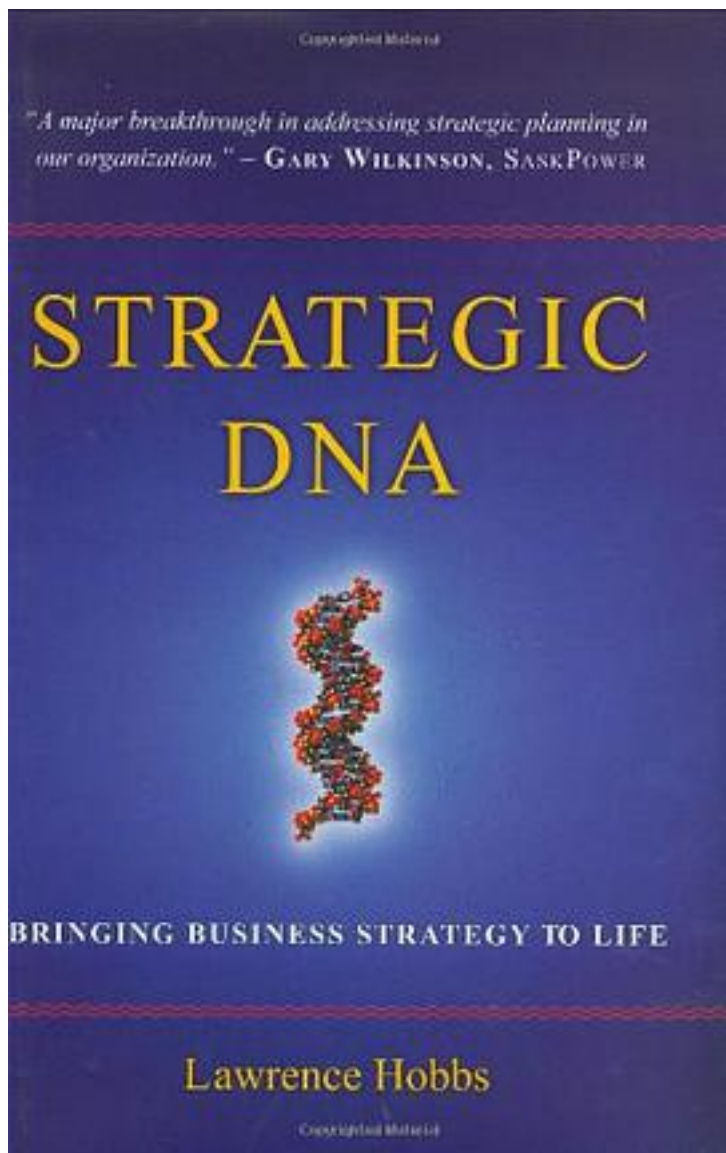


Strategic DNA



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The best managers ensure that the decisions and actions taken by their business are all connected to the same overall strategy. Managers who fail to do so squander time, money, and resources on unimportant tasks, then try to correct the problem with new plans and methods. Some of these solutions are worthwhile in their own right, but they too will inevitably fail if they're not connected to the organization's other decisions and actions. Strategic DNA helps readers build the vital connections their business needs to bring its strategy to life. Author Lawrence Hobbs explains how to unite managerial activities and focus strategies for maximum effect using alignment-building methods that retain the discipline needed to stay on course. Crammed full of insights and tricks of the trade, Strategic DNA is an invaluable guide to making management investments pay off in a strategy that works — and keeps working.

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