

Playing to win roger martin pdf

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How will we win where we have chosen to play? To win, a company must choose to do some things and not others.Strategy Is About Increasing the Odds of Success. Where will we play? There is no such thing as a PERFECT strategy.Successful Strategy Making Combines Rigor and Creativity The model guides leaders in making choices around a winning aspiration, where to play, how to win, core capabilities, and management systems and is enriched by using the context of P&G's experience. The authors provide perspectives on how to put the framework into practice, offering practical tips and personal insights The book shows leaders in any type of organization how to guide everyday actions with larger strategic goals built around the clear, essential elements that determine business success--where to play and how to win Channel: Sold through discount retailers, grocery, and drugstores. Product: Low-price skin-care products (cleanser, moisturizer, etc.) #Strategy Is About Making Choices. Customers: Women agesand older. There are five key choices in the Strategy Choice Cascade: What is our winning aspiration? In our terms, a strategy is a coordinated and integrated set of five choices: a winning aspiration, where to play, how to win, core To play in the global skin-care category. To turn from a shrinking position to a growing one, improving from \$ million in sales. What capabilities Missing: pdf The Playing to Win Strategy Toolkit delivers an industry-proven strategy framework with step-by-step support to develop and implement successful strategy at any organization Winning should be at the heart of any strategy.

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