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book is fundamental—I have seen hockey sticks in business plans more than I like to admit. Strategy Beyond the Hockey Stick - McKinsey & Company Strategy Beyond the Hockey Stick: People, Probabilities, and Big Moves to Beat the Odds Audible Audiobook – Unabridged. Chris Bradley (Author), Martin Hirt (Author), Sven Smit (Author), David Marantz (Narrator), Audible Studios (Publisher) & 2 more. 4.5 out of 5 stars 145 ratings. Amazon.com: Strategy Beyond the Hockey Stick: People ... Strategy Beyond the Hockey Stick is definitely not a popular business book intended for a general audience, but for strategy consultants or executives working in corporate strategy (at Fortune 500 firms). McKinsey has collected a lot of

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data on corporate performance over the years. Strategy Beyond the Hockey Stick: People, Probabilities ... Strategy Beyond the Hockey Stick: People, Probabilities, and Big Moves to Beat the Odds Strategy Beyond the Hockey Stick: People, Probabilities ... A good strategy is still hard to shape, but you can at least greatly increase your chances of understanding how close it is to a likely winner. Martin Hirt is a senior partner in our Greater China office and co-author of Strategy Beyond the Hockey Stick with Sven Smit and Chris Bradley. Originally published on LinkedIn. How to create a real hockey stick strategy | McKinsey ... Strategy Beyond the Hockey Stick explores in depth the social dynamics that undermine strategic

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performance, you have to overcome incrementalism and corporate inertia. Strategy Beyond the Hockey Stick: People, Probabilities ... Strategy Beyond the Hockey Stick . . . . . ( 14 ) / / Strategy Beyond the Hockey Stick ( ) Chris Bradley, Martin Hirt, and Sven Smit are all leaders in McKinsey's Strategy Practice. They are the authors of Strategy Beyond the Hockey Stick, a new book on strategy and performance. Marketers can learn an important lesson about the "social" pitfalls of strategy and why and how social dynamics can make or break your company's aspirations. "Strategy Beyond the Hockey Stick" - An Interview with ... Beat the odds with a bold strategy

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