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While current business wisdom calls for "new rules" for strategy and organization, Profit from the Core argues that most growth strategies fail to deliver value—or even destroy it—primarily because they wrongly diversify from the core business. The authors

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Turbulent Times contend that this timeless strategic precept—building market power in a well-defined core—remains the key source of competitive advantage and the most viable platform for successful expansion.

Profit from the Core | Bain &

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In this updated edition of Profit from the Core, authors Chris Zook and James Allen show that a renewed focus on the core is more critical than ever as firms seek to rebuild their competitive advantage coming out of the downturn—and

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that a strong core will be the
foundation for successful
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Strategy in an Era of Turbulence is a non-fiction book on business strategy by American business consultant Chris Zook with James Allen. This is the first book in his Profit from the Core trilogy. The book is followed by Beyond the Core released in 2004 and

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Profit from the Core - Wikipedia
In this updated edition of "Profit from the Core", strategy expert Chris Zook shows that the most enduring growth pattern builds from a strong or dominant core

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business that benefits from continual reinvestment, constant adaptation to circumstances or business environment and persistent leveraging into new markets or geographies, applications or channels.

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Turbulent Times was published in 2001, it became an international bestseller, helping hundreds of companies find their way back to profitable growth after the bursting of the Internet bubble.

Profit from the Core: A Return to

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that a strong core will be the
foundation for successful
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about how companies can return to growth in turbulent times. It is no wonder, then, that participants in a game that 's impossible to play, much less win, are now particularly receptive to the soothing, dulcimer tones of pundits who suggest deceptively simple

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(and consistently incorrect)

strategies for winning an
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Jim Vincent, CEO of Biogen, a

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Turbulent Times classic "profit from the core" success story, has argued convincingly in interviews that this capacity issue is the number-one CEO growth constraint, in his experience. The solution involves focusing more tightly around a strategy and, frequently,

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Return to Growth in Turbulent Times by Chris Zook Hardcover \$24.96. In Stock. Ships from and sold by Amazon.com. Beyond the Core: Expand Your Market Without Abandoning Your Roots by Chris Zook Hardcover \$23.47. Only 20 left in stock (more on the way).

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In Profit from the Core, he and
venture capital firm executive
James Allen demonstrate how
focusing on a company's core
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Profit from the Core - Bloomberg
His book, Profit from the Core,
arose from a 10-year Bain study
on how companies grow and why
companies that seem to have all
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fall short. The findings are surprising: Only about one in 10 companies actually achieves what Zook defines as sustained, profitable growth—5.5 percent of real growth in profits and revenue on an average annual basis over the 10 years of the study.

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Review: Profit from the Core - CIO Insight

Profit from the Core Review and Analysis of Zook and Allen's Book
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In 2010, Harvard Business School
press published an updated version

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of Profit From the Core, subtitled
"A Return to Growth in Turbulent
Times." The updated edition
describes how principles from the
trilogy enabled companies to
continue growing during the global
financial crisis that began in 2008.

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Chris Zook - Wikipedia

When Profit from the Core was published in 2001, it became an international bestseller, helping hundreds of companies find their way back to profitable growth after the bursting of the Internet bubble. The 2007 global financial

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Profit From the Core is without a doubt one of my favorite business books. I rank it alongside Winning Decisions and The Goal. This book is from the perspective of manager's wanting to achieve corporate growth, but the myriad

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Concepts are so powerful they can be adapted to departmental strategies, evaluating corporations, mergers & acquisitions and even to designing one's own career strategy.

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Profit from the Core is a back-to-basics strategy which says that developing a strong, well-defined core is the foundation of sustainable, profitable growth. Any new growth should leverage and strengthen the core. Management

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Following the core methodology
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