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One Strategy: Organization, Planning, and Decision Making (Hardback)

By Steven Sinofsky, Marco Iansiti

John Wiley and Sons Ltd, United Kingdom, 2010. Hardback. Book Condition: New. 236 x 160 mm. Language: English . Brand New Book. Learn from the concepts, capabilities, processes, and behaviors that aligned around one strategy with the hard-won, first-person wisdom found in One Strategy. Challenging traditional views of strategy and operational execution, this book-written by Microsoft executive Steven Sinofsky with Harvard Business School professor Marco Iansiti-describes how you can drive innovation by connecting the potential of strategic opportunities to the impact of operational execution. Lessons from the unique combination of real-world experience managing a large scale organization with academic research in strategy and innovation Reveals what it takes to align a complex organization around one strategy, manage its execution, and reach for strategic integrity Written by Microsoft executive Steven Sinofsky with Harvard Business School professor Marco Iansiti-a combined forty years of management and research experience A unique perspective on strategy development, alignment, and execution Drawn from Sinofsky's internal Microsoft blog where he communicated some of the management processes the team put to work while developing a 4,000 person, multi-year project-Microsoft Windows 7- One Strategy shares the hard-won insights you can use to successfully make the leap from strategy to...



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