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Good Strategy, Bad Strategy pinpoints the polar difference: The diagnosis and actions that constitute good strategy, the fluff and failures that cause the bad. Richly illustrated and persuasively argued by a researcher, teacher, and consultant,

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Richard Rumelt has authored the playbook for anybody in a leadership position who must think and act strategically.

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Good Strategy/Bad Strategy clarifies the muddled thinking underlying too many strategies and provides a clear way to create and implement a powerful action-oriented strategy for the real world.

Developing and implementing a strategy is the central task of a leader. A good strategy is a specific and coherent response

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to - and approach for - overcoming the obstacles to progress.

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good strategy is a coherent set of analyses
concepts policies arguments and actions
that respond to a high stakes challenge1
good strategy is a plan for action backed
up by a cogent

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In Good Strategy/Bad Strategy, Richard Rumelt makes a two-fold contribution to the strategy literature – first he clearly distinguishes bad strategy from good and, secondly, he makes the case that crafting good strategy is intensely complex and difficult and involves informed, critical

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thinking. Rumelt's clarion call to executives " is to wake you up to the dramatic differences between good strategy and bad strategy and to give you a leg up toward crafting good strategies. "

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Good strategy • Diagnosis: understanding the challenge • A guiding policy: the reasons that you 'll take action to address the challenge • A set of coherent actions: a concrete, consistent action plan

Bad strategy • Fluff: empty slogans and buzzwords • Failure to face the challenge: focusing on things that are

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- Mistaking goals for strategy: a wish-list of objectives without a plan of action •

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A good strategy will create the conditions

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that will make the “push” effective and worthy of the effort required. Bad strategic objectives: A long list of goals and projects cobbled together at a planning session, or a set of ideas that no one has a clue about what to do or how to get there, are signs of bad strategic objectives.

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Good strategy results from thoughtful analysis of a situation followed by a linking of individual insight and well-crafted purpose. Bad strategy results from "following the crowd" and failing to be insightful.

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Good strategy is specific and action-oriented. In the same vein, another positive point for the 'Good Strategy Bad Strategy' content is that Rumelt identifies the core element to initiating a good

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strategy: "discovering the critical factors in a situation" and creating a set of actions to deal with the situation.

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Good Strategy Bad Strategy: The Difference and Why it Matters. We appreciate the impact a good book can have. We all like the idea of saving a bit of cash, so when we found out how many good quality used books are out there - we just had to let you know!

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Good strategy gathers power from its very rareness. [Ch. 1, “ Good Strategy is Unexpected ”] A great deal of modern writing about strategy deals with the detailed economic logic of “ competitive advantage. ” Good Strategy / Bad Strategy

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argues that a coherent strategy can be, by itself, a significant source of competitive advantage. The advantage flows from coordination and focus as well as from resolving the impossible ambiguity of reality into a problem that fits the organization ' s ...

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About | Good Strategy / Bad Strategy

The difference between good and bad strategy is that good strategy acts to achieve its objectives. A plan of coherent actions will drive you where you need to go and helps in the process of wisely allocating resources.

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Summary - Richard Rumelt

Good Strategy/Bad Strategy clarifies the muddled thinking underlying too many strategies and provides a clear way to create and implement a powerful action-oriented strategy for the real world.

Developing and implementing a strategy is

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the central task of a leader. A good strategy is a specific and coherent response to--and approach for--overcoming the obstacles to progress.

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