



# Building Strategy and Performance Through Time: The Critical Path (Strategic Management Collection)

*By Kim Warren*

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This book uses a balanced blend of frameworks and illustrations to teach you how to tackle the challenge of driving performance into the future. This book shows you where the levers are that you control and how to choose what to do, when, and how much to achieve your specific goals. This book effectively outlines the dynamics of strategy, how you drive performance - past, today and into the future. It shows what causes performance to improve or deteriorate and what you can do to change this trajectory for the better.

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## **Building Strategy and Performance Through Time: The Critical Path (Strategic Management Collection) By Kim Warren Bibliography**

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### **Editorial Review**

#### **From the Inside Flap**

This book uses a balanced blend of frameworks and illustrations to teach you how to tackle the challenge of driving performance into the future. Existing strategy tools are no longer enough as they do not explain how to deliver your strategy powerfully over a sustained period. This book shows you where the levers are that you control and how to choose what to do, when, and how much to achieve your specific goals. This book effectively outlines the dynamics of strategy, how you drive performance - past, today and into the future. It shows what causes performance to improve or deteriorate and what you can do to change this trajectory for the better. Without an understanding of the dynamics of strategy, you risk making poor choices about the future such as failing to exploit promising opportunities, pursuing unachievable goals, or falling victim to your competitors and other outside threats. The author weaves a logical process for the reader to follow, using situations to explain how an enterprise works and delivers performance. It shows you the levers that management controls and how to choose what to do, when, and how much to accomplish your goals. Examples prove that departmental decisions cannot be made in isolation but must take into account other choices being made elsewhere and at other times. For instance, a fictional restaurant chain conducts a massive marketing campaign with the result of bringing more customers in the door. However, within a few short months, the number has trickled back down to pre-campaign levels. Was the campaign a failure? No, but its success was wiped out because staffing levels (another department) were not changed to make up for the increased customer levels and poor service resulted in the loss of customers. Building Strategy and Performance Through Time sets the agenda for building your business strategy in powerful, actionable, and accessible terms. Copious illustrations back up each part of the logic and you will learn not only how to create a dynamic strategy; you will learn how to sustain it over time. Case examples lead you toward "action checklists" that help you plot out the things you need to properly take advantage of the resources you have, as well as those you need to acquire. The result will be better decisions about this important and much greater confidence in your ability to deliver the outcomes your organization desires.

#### **About the Author**

Kim Warren has been teaching Strategic Management in MBA and Executive programs at London Business School since 1990. There he has developed powerful frameworks for strategy analysis and strategic management that go beyond the simple, static tools that are more commonly used. Known as 'Strategy Dynamics', this method focuses on improvements to the time-path of business performance that is so crucial to the concerns of investors and other stakeholders. The method also provides a sound basis for strategy development in public-service and non-commercial organizations.

### **Users Review**

#### **From reader reviews:**

#### **Molly Edwards:**

Building Strategy and Performance Through Time: The Critical Path (Strategic Management Collection) can be one of your basic books that are good idea. All of us recommend that straight away because this publication has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining but nonetheless delivering the information. The article writer giving his/her effort that will put every word into pleasure arrangement in writing Building Strategy and Performance Through Time: The

Critical Path (Strategic Management Collection) nevertheless doesn't forget the main stage, giving the reader the hottest as well as based confirm resource information that maybe you can be one of it. This great information can drawn you into brand new stage of crucial contemplating.

**Doris Cobb:**

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**Gail Delamora:**

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**Eric Hodges:**

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