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Sommario/riassunto	"The traditional view of business strategy is that business growth requires finding wide-open market spaces, developing diverse breakthrough innovations, and achieving many "must-wins." The problem with the "more-is-better" view of strategy is that it generates complexity and scatters focus. We struggle to stretch our teams and our resources to address a long list of priorities and ultimately end up with little differentiation for our brands. Our tools are to blame for our lack of focus: strategy frameworks in use today offer comprehensive categorizations of topics, but they lack a systematic approach to drive choice. Focused Choices, Limitless Growth offers an integrated decision-based strategy framework that shows how constraining choice aligns teams, facilitates learning, and creates sustainable growth. The book addresses six fundamental questions that face organizations and explores how companies develop winning strategy by making systematic choices. Research and practice with some of the most successful companies in the world proves that the best commercial plans emerge by tightly constraining and connecting strategic choices. This book explains how to apply the decision-based framework of

integrated choice to any business or goal-oriented institution"--

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