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Cover; RETURN ON STRATEGY; Title Page; Copyright Page; Table of Contents; Foreword; Are We Able to Produce Gold?; 1 The X-factor Universe Is Overlooked in Strategy!; Hatched in a Swan's Egg?; Can Entrepreneurs Have Their Cake and Eat It Too?; Building Unprecedented Bridges, Breaking Conventions?; Optimizing the Exploitation of Trigger Events; The X-factor Narrowed Down; 2 The Recipe Game; Excellence Is in the Eye of the Beholder; Built to Last but not Necessarily to Stay Ahead; One Plus One Equals None; From Good to Great to Evergreen; Does It Work?

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Technological Exuberance - Pouring Resources into the Deep Water

Sommario/riassunto

Why is it that many companies meticulously following recipes on management and strategy fail? Did Google, Skype, Ryanair, Huawei and a number of other successful companies buy into a well thought out strategy and adhered to that over time? How do companies deliberately opting out of the recipe game and opting into the out-of-the-box-thinking fare? In short, why is it that some companies achieve a higher Return on Strategy than others? Whereas Return on Investment (RoI) has attracted increased attention over the last couple of decades, little, if any, attention is being paid to