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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