



Strategic Learning: How to Be Smarter Than Your Competition and Turn Key Insights into Competitive Advantage

Willie Pietersen

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How to use Strategic Learning to rapidly respond to change and gain a sustainable advantage over your competitors

What's even harder than creating a breakthrough strategy? Making it stick. As companies are fighting to survive in a tough economy, this new book by Willie Pietersen demonstrates the power of the Strategic Learning process, a four-step dynamic cycle guaranteed to create and sustain winning performance. Adopted by a wide range of corporations and not-for-profit organizations, the Strategic Learning process builds on eight years of practicing, adapting and honing the original concepts Pietersen first introduced in *Reinventing Strategy* to explain how organizations can generate superior insights about their customers and competitors, craft a Winning Proposition, focus on a vital few key priorities, create buy-in throughout the organization and achieve success – again and again.

- Teaches organizations to make smarter decisions that help them win customers and earn superior profits
- Explains how to instill a culture of openness, learning, and courage that can face and respond to the constantly changing business environment
- Is a tool that can benefit leaders at all levels, in organizations both large and small, global and domestic, for-profit and not-for-profit
- Author Willie Pietersen, a former president of Tropicana and Seagram USA, is a professor of management at Columbia Business School, and the author of *Reinventing Strategy*, from Wiley

Strategic Learning shows you how your business or nonprofit organization can develop better, more effective strategies for long-term competitive advantage.

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In this 21st hundred years, people become competitive in every single way. By being competitive at this point, people have do something to make these individuals survives, being in the middle of the particular crowded place and notice through surrounding. One thing that at times many people have underestimated the idea for a while is reading. That's why, by reading a book your ability to survive raise then having chance to endure than other is high. In your case who want to start reading the book, we give you this kind of Strategic Learning: How to Be Smarter Than Your Competition and Turn Key Insights into Competitive Advantage book as starter and daily reading reserve. Why, because this book is more than just a book.

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Spent a free the perfect time to be fun activity to do! A lot of people spent their spare time with their family, or their friends. Usually they undertaking activity like watching television, going to beach, or picnic inside park. They actually doing same every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Can be reading a book might be option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to test look for book, may be the reserve untitled Strategic Learning: How to Be Smarter Than Your Competition and Turn Key Insights into Competitive Advantage can be very good book to read. May be it may be best activity to you.

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