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In the book *Playing to Win*, authors Roger Martin and A.G. Lafley, former CEO of Procter and Gamble, outline an integrated set of choices to develop a winning strategy: winning aspiration, how to...

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Strategy is an integrated set of choices uniquely positioning your firm in your industry to create sustainable advantage and superior value relative to the competition. Today we define strategy deeper. As explained in *Playing to Win: How Strategy Really Works*, by AG Lafley and Roger Martin; Strategy is a coordinated and integrated set of five choices: a winning aspiration, where to play, how to win, core capabilities, and management systems.

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"Playing To Win: How Strategy Really Works" by A.G. Lafley and Roger L. Martin is an interesting and informative look at how strategic business decisions are made through examples by P & G between 2000 and 2009. A.G. Lafley is the former Chairman and CEO of Procter & Gamble and Roger L. Martin is the Dean of Rotman School of Management.

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The authors suggest a playbook of five steps to a strategy: Decide on a winning aspiration. Choose "where to play" – the market for your offering. Decide "how to win" – executing strategy.

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In *Playing to Win*, former P&G CEO A.G. Lafley details how to develop and implement a successful strategy for your business, with a cornerstone principle which stresses the importance of playing to win, not just playing the game. A winning aspiration focused on customer needs' satisfaction is the beginning, but the most essential questions ...

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Playing to Win, a noted Wall Street Journal and Washington Post bestseller, outlines the strategic approach Lafley, in close partnership with strategic adviser Roger Martin, used to double P&G's sales, quadruple its profits, and increase its market value by more than \$100 billion when Lafley was first CEO (he led the company from 2000 to 2009). The audiobook shows leaders in any type of

organization how to guide everyday actions with larger strategic goals built around the clear, essential ...

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Are you just playing--or playing to win? Strategy is not complex. But it is hard. It's hard because it

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