

Hope Is Not A Strategy

Hope Is Not A Strategy

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Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale

The 6 Keys to Winning the Complex Sale McGraw Hill Professional

"No longer is being 'a good closer' the basis of sustainable success. Instead intakes the kind of strategic thinking Rick Page outlines inHope Is Not a Strategy."--Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado Master of the complex sale, Rick Page is the author of the bestselling book, Hope Is Not a Strategy, and one of the most sought-after sales consultants and trainers in the world. He has taught his breakthrough selling strategies to thousands of people in 150 companies across 50 countries--an amazing platform that has helped his message spread like wildfire. This paperback edition of Page's runaway sales bestseller schools readers in Page's simple, six-step process for making the sale--no matter how complex the deal or how many people are involved in the buying decision. Integrating the winning selling strategies used by the world's top salespeople, Page shows readers how to: Identify and sell to a prospect's business "pain" Qualify a prospect Build competitive preference Define a prospect's decision-making process

Hope Is Not a Strategy

Simple Solutions for Doing Business in the 21st Century Dog Ear Publishing

LEADERSHIP, its roles and the responsibilities of the position! PROCESS and the importance of its effectiveness to all LEADERS! That's what "HOPE IS NOT A STRATEGY" is about and what makes it different than the other leadership books on the market today. Just because you are in a leadership position does not anoint you as an effective leader. Having an understanding of the roles and responsibilities of the leadership continuum, and knowing how to effectively navigate through the challenge of setting a direction for an organization while providing the road map to get there is what makes the difference between success and failure. "HOPE IS NOT A STRATEGY" provides tools needed for this process! Whether you are leading a Fortune 500 organization or are an entrepreneur you need effective processes that are the "how to's" to support your vision/mission, and strategy! "HOPE IS NOT A STRATEGY" is about changing the way you think and the outcome you can expect in your business venture. Theodore V. (Ted) Gee Jr. is a proven leader, with global experience in multiple business environments that has operated at the direct, operational and strategic levels of leadership. He has been highly successful leading in various Fortune 500 companies where change, start ups, and growth opportunities were in great demand. He served as an officer in the United States Army, and then worked his way up the corporate ladder from front line production supervisor, to Chief Operating Officer and as a President within a multibillion dollar industry pacesetter.

Strategy Beyond the Hockey Stick

People, Probabilities, and Big Moves to Beat the Odds John Wiley & Sons

Beat the odds with a bold strategy from McKinsey & Company “Every once in a while, a genuinely fresh approach to business strategy appears” – legendary business professor Richard Rumelt, UCLA McKinsey & Company’s newest, most definitive, and most irreverent book on strategy—which thousands of executives are already using—is a must-read for all C-suite executives looking to create winning corporate strategies. Strategy Beyond the Hockey Stick is spearheading an empirical revolution in the field of strategy. Based on an extensive analysis of the key factors that drove the long-term performance of thousands of global companies, the book offers a ground-breaking formula that enables you to objectively assess your strategy’s real odds of future success. "This book is fundamental. The principles laid out here, with compelling data, are a great way around the social pitfalls in strategy development.” — Frans Van Houten, CEO, Royal Philips N.V. The authors have discovered that over a 10-year period, just 1 in 12 companies manage to jump from the middle tier of corporate performance—where 60% of companies reside, making very little economic profit—to the top quintile where 90% of global economic profit is made. This movement does not happen by magic—it depends on your company’s current position, the trends it faces, and the big moves you make to give it the strongest chance of vaulting over the competition. This is not another strategy framework. Rather, Strategy Beyond the Hockey Stick shows, through empirical analysis and the experiences of dozens of companies that have successfully made multiple big moves, that to dramatically improve performance, you have to overcome incrementalism and corporate inertia. “A different kind of book—I couldn’t put it down. Inspiring new insights on the facts of what it takes to move a company’s performance, combined with practical advice on how to deal with real-life dynamics in management teams.” —Jane Fraser, CEO, Citigroup Latin America

Hope Is Not a Method

What Business Leaders Can Learn from America's Army Currency

Since the end of the Cold War, the United States Army has been reengineered and downsized more

thoroughly than any other business. In the early 1990s, General Sullivan, army chief of staff, and Colonel Harper, his key strategic planner, took the post-Cold War army into the Information Age. Faced with a 40 percent reduction in staff and funding, they focused on new peacetime missions, dismantled a cumbersome bureaucracy, reinvented procedures, and set the guidelines for achieving a vast array of new goals. Hope Is Not a Method explains how they did it and shows how their experience is extremely relevant to today's businesses. From how to stay on top of long-range issues to how to maintain a productive work force during times of change, it offers invaluable lessons in leadership and provides proven tactics any business can implement.

Site Reliability Engineering

How Google Runs Production Systems "O'Reilly Media, Inc."

The overwhelming majority of a software system’s lifespan is spent in use, not in design or implementation. So, why does conventional wisdom insist that software engineers focus primarily on the design and development of large-scale computing systems? In this collection of essays and articles, key members of Google’s Site Reliability Team explain how and why their commitment to the entire lifecycle has enabled the company to successfully build, deploy, monitor, and maintain some of the largest software systems in the world. You’ll learn the principles and practices that enable Google engineers to make systems more scalable, reliable, and efficient—lessons directly applicable to your organization. This book is divided into four sections: Introduction—Learn what site reliability engineering is and why it differs from conventional IT industry practices Principles—Examine the patterns, behaviors, and areas of concern that influence the work of a site reliability engineer (SRE) Practices—Understand the theory and practice of an SRE's day-to-day work: building and operating large distributed computing systems Management—Explore Google's best practices for training, communication, and meetings that your organization can use

Hope Is Not a Winning Strategy. . . But Price to Win (Ptw) Is!: An Insider's Guide to Price to Win (Ptw)

"Hope Is Not A Winning Strategy. . . But Price To Win (PTW) Is!" is written around CAI/SISCo's 3-Phase, 10-Step PTW Framework which is now used as the basis for internal PTW by a growing number of major companies. The book is a treatment of practices, problems, and practical solutions that will allow bidders to implement PTW and get on the road toward winning more opportunities for less investment. The purpose of this book is to provide a Price To Win (PTW) framework and process to help achieve win probabilities (pWins) of 100% for competitive opportunities. Not 73% or 87%, but 100%. The book's ideal readers are: all who are involved with any aspect of business development involving the pursuit of competitive contract awards; contracting business owners and their senior managers looking to take their businesses to the next level (i.e., small to mid-sized, mid-size to large-sized); and anyone else who is curious enough to want to learn about the bigger picture. The takeaway that this book strives to provide is that PTW should be embraced by firms that vie for competitive awards because it can significantly improve opportunity pursuit pWins by focusing on the competition, providing the Home Team with timely information concerning what it needs to do to overcome competitors in terms of their aggregate Evaluation Award Points (for Team, Approaches, Solutions, Past Performance, etc.) and their most likely gamed Bid Prices. It will also help the Home Team focus on preparing and pricing a bid that can beat the fiercest competitor and win!

Hope Is Not a Strategy

Good Strategy, Bad Strategy

The Difference and Why It Matters Crown Books

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

Being Strategic

Plan for Success; Out-think Your Competitors; Stay Ahead of Change St. Martin's Press

STRATEGY? TACTICS? CONFUSED? How many times have you sat in a meeting and heard someone use the word "strategic?" As in: "We're not being very strategic about X." or "We need a strategic plan for project Y." And, if your organization is like most, everyone in the meeting nods wisely, the meeting drones on, people endlessly debate how to approach the situation at hand, with - generally - no one the wiser as to what "strategic" really means. Next time, respond: "Being strategic means consistently making those core directional choices that will best move us toward our hoped-for future. Is this what we're doing?" Everybody talks about strategy, but there is a big gap between discussing strategy, defining strategy and actually being strategic -- so you can accomplish something. This book helps you approach business—and life—strategically, explaining what strategy is, why it's important, and how to do it. Being Strategic offers you a step-by-step model and skills for strategic thought and action that are broadly applicable and thoroughly practical: • First, get clear about the problem you're trying to solve • Then, figure out where you're starting from • Now, imagine your "castle on the hill," the future you want to create. • Identify the "trolls under the bridge"; the obstacles in your path • Next, outline the path to the castle: your core strategies and the tactics for implementing them. • Re-evaluate your strategy and your tactics as conditions change Framed around the story of 13th-century Welsh nobles building an actual castle, and weaving in dozens of real-life examples from her practice, which has helped restaurateur Danny Meyer and many others, noted consultant Erika Andersen offers a complete course in turning around a business, or a life.

The Unstuck Church

Equipping Churches to Experience Sustained Health Thomas Nelson

Acclaimed church leader, blogger, founder and chief strategic officer of The Unstuck Group, Tony Morgan unpacks the lifecycle of a typical church, identifies characteristics of each phase, and provides practical next steps a church can take to move towards sustained health. Think about your church for a moment. Is it growing? Is it diminishing? Is it somewhere in between? Acclaimed church leader, blogger, and founder and chief strategic officer of The Unstuck Group, Tony Morgan has identified the seven stages of a church's lifecycle that range from the hopeful and optimistic days of launch, to the stagnating last stages of life support. Regardless of the stage in which you find your church, it carries with it the world's greatest mission—to "go and make disciples of all the nations . . ." With eternity at stake the Church should be doing most everything within its power to see lives changed forever. The Church should strive for the pinnacle of the lifecycle, where they are continually making new disciples and experiencing what Morgan refers to as "sustained health." In

The Unstuck Church, Morgan unpacks each phase of the church lifecycle, and offers specific and strategic next steps the church leader can take to find it's way to sustained health . . . and finally become unstuck. The Unstuck Church is a call for honest an assessment of where your church sits on the lifecycle, and a challenge to move beyond it.

Pragmatic Capitalism

What Every Investor Needs to Know About Money and Finance Macmillan

Explores the importance of the global economy, and provides insights for getting the most out of investments to achieve financial success.

Hope is Not a Method

What Business Leaders Can Learn from America's Army Currency

Since the end of the Cold War, the United States Army has been reengineered and downsized more thoroughly than any other business. "Hope Is Not a Method" explains how this process took place and shows how the Army's experiences are extremely relevant to today's businesses.

Real Hope

How Hope Drives Actions in Business, Leadership, and Real-World Victory

"Hope is not a strategy" is a cliché proclaimed time after time in business, economics, schools, and communities, but we want to argue with that. Hope is a strategy and, in some situations, the only strategy available and often relegated as the last strategy. Randy Dobbs has been the CEO of multiple billion-dollar companies. Dr. Richard K. Nongard has been a successful psychotherapist and leadership development expert. Both have given popular TEDx talks. Professionally, and personally, they have used hope as a winning strategy and claimed victory in situations where defeat seemed certain. Together they share how hope transformed their business, leadership, and families and give the recipes for success you can bring to your own life situations. This book is not a theory book. It is not a philosophical book. It is about the power of real hope to change lives in multiple settings. We have a hope for you, that in your business, in your leadership, and in your real-world, you will discover hope is a winning strategy. It has been for us. We wrote this book as an inspiration and we wrote this book as a practical guide. Take the ideas and live them each day, in your family, your business, your community and in the world. One thing needed the most across many tough fronts in the world today is more truly instilled hope. This can, and will be possible, if our religious leaders, government leaders, business leaders, families and individuals from all walks of life truly embrace the "Business of Hope!" As you will find within the pages of this book, hope is about right now and right now action. Enjoy your journey.

Hope Is Not a Strategy - Be Prepared

6x9 Notebook, Ruled, Funny Appreciation for Women/men Coach, Thank You Or Retirement Gift Ideas for Any Sport Basketball, Softball, Volleyball, Soccer

Perfect funny appreciation gift for your favorite coach! Show 'em love by gifting them this funny notebook so they can release their anger in this journal instead of their players 110 pages of high quality paper It can be used as a journal, notebook or just a composition book 6" x 9" Paperback notebook, soft matte cover Perfect for gel pen, ink or pencils Great size to carry everywhere in your bag, for work, high school, college... It will make a great gift for any special occasion: Christmas, Secret Santa, Birthday...

FROM HOPE TO STRATEGY The Anatomy of Negotiation Pathfinders Downunder Pty Ltd

This is the gift that keeps giving. The Anatomy of Negotiation, is a book by Wayne Harrison that gives you the latest tools to do the right thing the right way at the right time. It will provide you with the communication strategies and negotiation frameworks needed to form new skills, improve processes, be a better leader, and make your relationships and outcomes more predictable. The information in this book is based on extensive research and experienced practitioners, who have participated in and advised on high-stakes negotiations and conflicts that have resulted in practical value-creating outcomes.

Better, Simpler Strategy

A Value-Based Guide to Exceptional Performance Harvard Business Press

Named one of the best strategy books of 2021 by strategy+business Get to better, more effective strategy. In nearly every business segment and corner of the world economy, the most successful companies dramatically outperform their rivals. What is their secret? In Better, Simpler Strategy, Harvard Business School professor Felix Oberholzer-Gee shows how these companies achieve more by doing less. At a time when rapid technological change and global competition conspire to upend traditional ways of doing business, these companies pursue radically simplified strategies. At a time when many managers struggle not to drown in vast seas of projects and initiatives, these businesses follow simple rules that help them select the few ideas that truly make a difference. Better, Simpler Strategy provides readers with a simple tool, the value stick, which every organization can use to make its strategy more effective and easier to execute. Based on proven financial mechanics, the value stick helps executives decide where to focus their attention and how to deepen the competitive advantage of their business. How does the value stick work? It provides a way of measuring the two fundamental forces that lead to value creation and increased financial success—the customer's willingness-to-pay and the employee's willingness-to-sell their services to the business. Companies that win, Oberholzer-Gee shows, create value for customers by raising their willingness-to-pay, and they provide value for talent by lowering their willingness-to-sell. The approach, proven in practice, is entirely data driven and uniquely suited to be cascaded throughout the organization. With many useful visuals and examples across industries and geographies, Better, Simpler Strategy explains how these two key measures enable firms to gauge and improve their strategies and operations. Based on the author's sought-after strategy course, this book is your must-have guide for making better strategic decisions.

Sea Stories

My Life in Special Operations Grand Central Publishing

Following the success of his #1 New York Times bestseller Make Your Bed, which has sold over one million copies, Admiral William H. McRaven is back with amazing stories of bravery and heroism during his career as a Navy SEAL and commander of America's Special Operations Forces. Admiral William H. McRaven is a part of American military history, having been involved in some of the most famous missions in recent memory, including the capture of Saddam Hussein, the rescue of Captain

Richard Phillips, and the raid to kill Osama bin Laden. Sea Stories begins in 1963 at a French Officers' Club in France, where Allied officers and their wives gathered to have drinks and tell stories about their adventures during World War II-the place where a young Bill McRaven learned the value of a good story. Sea Stories is an unforgettable look back on one man's incredible life, from childhood days sneaking into high-security military sites to a day job of hunting terrorists and rescuing hostages. Action-packed, humorous, and full of valuable life lessons like those exemplified in McRaven's bestselling Make Your Bed, Sea Stories is a remarkable memoir from one of America's most accomplished leaders.

Hackers and Heroes: How Everyone Can Participate in the Tech Economy *Divergence Press*
Hackers and Heroes by Divergence Academy President Sravan Ankaraju aims to educate readers-ideally, corporate executives, business leaders, policy makers, and the 157 million people who comprise the American workforce-on the rapid and massive technological change underway while encouraging them to prepare for the disruption this will bring in the form of chronic employment uncertainty. The idea that someone lands a job after graduating from college and stays at that position for forty years is extinct. Today's workers-at all levels-must be prepared to change jobs as tech continues to make efficiency inroads and renders obsolete certain human-powered positions. But, if we prepare wisely, we should consider this a boon, not a tragedy-but success hinges on our approach, and the right kind of education is paramount. The current model of educating and training our workforce is outmoded, and it is imperative for employers and employees to understand the forces of change underway and to prepare to meet them. In the early decades of the 21st century, enabling technologies like AI, blockchain, and quantum computing evolved and continue to evolve at such an exponential rate that they are effecting unprecedented change across the globe and in nearly every industry. The industrial revolution that swept the world into the modern age will be eclipsed by the technological age currently underway, meaning millions of people could be left unemployed or left behind. That needn't be. Workers must be willing to retool and adapt to a workplace that is going to be in a regular state of change. In other words, prepare for jobs that may not yet exist. Yet how can someone possibly retool and pivot for such a job? To do that will require agility and responsiveness as well as being fluent in the language of the digital world. Hackers and Heroes explains this massive revolutionary shift and empower individuals to not merely survive, but to thrive in the high-speed tech and data-driven economy. There is space for whomever wishes to participate in the new tech-based economy-especially blue-collar workers, veterans, and underserved populations for whom much of the digitized world is not intuitive and has historically excluded them. Emerging technology can't run itself and no matter what happens in the future, we can safely assume that the jobs of the future will need actual living, breathing human beings to keep them functioning. Preparing for careers in AI, cloud computing, cybersecurity, statistical analysis and data science will be the best way to ensure future job security.

Power of the Campaign Pyramid (10 Steps for Winning Elections)

Hope Is Not a Strategy

A must-read for political candidates and anyone considering running for public office, Power of the Campaign Pyramid, by Ron Wallace and Wesley McCall, offers a proven step-by-step process for winning elections at the local and statewide level. For first-time candidates and veteran politicians alike, election season poses a bewildering gauntlet of challenges: organizing a campaign team, fundraising, filing deadlines, finance laws, voter outreach, speechwriting, interaction with the news media, and fending off opponents' attacks. It's no wonder so many candidates spend buckets of money and personal energy, and yet still fail to galvanize the electorate in their favor. There is a better way. In this one-of-a-kind new release, campaign consultants Wallace and McCall distill years of hard-won experience into a clear, concise, common-sense prescription for running an efficient, effective campaign and winning elections. With real-world examples, they explain how to identify and connect with the most important segment of voters, how to optimize the use of social media, and how to build and lead a winning campaign team. Throughout the book, the authors advocate for running a campaign based on honesty, fairness, facts, and integrity, a timely and welcome rejoinder to politics as usual.

The Long Game

China's Grand Strategy to Displace American Order *Oxford University Press*

For more than a century, no US adversary or coalition of adversaries - not Nazi Germany, Imperial Japan, or the Soviet Union - has ever reached sixty percent of US GDP. China is the sole exception, and it is fast emerging into a global superpower that could rival, if not eclipse, the United States. What does China want, does it have a grand strategy to achieve it, and what should the United States do about it? In The Long Game, Rush Doshi draws from a rich base of Chinese primary sources, including decades worth of party documents, leaked materials, memoirs by party leaders, and a careful analysis of China's conduct to provide a history of China's grand strategy since the end of the Cold War. Taking readers behind the Party's closed doors, he uncovers Beijing's long, methodical game to displace America from its hegemonic position in both the East Asia regional and global orders through three sequential "strategies of displacement." Beginning in the 1980s, China focused for two decades on "hiding capabilities and biding time." After the 2008 Global Financial Crisis, it became more assertive regionally, following a policy of "actively accomplishing something." Finally, in the aftermath populist elections of 2016, China shifted to an even more aggressive strategy for undermining US hegemony, adopting the phrase "great changes unseen in century." After charting how China's long game has evolved, Doshi offers a comprehensive yet asymmetric plan for an effective US response. Ironically, his proposed approach takes a page from Beijing's own strategic playbook to undermine China's ambitions and strengthen American order without competing dollar-for-dollar, ship-for-ship, or loan-for-loan.

Switch

How to Change Things When Change Is Hard *Currency*

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller Made to Stick. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In Switch, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results: • The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients • The home-organizing guru who developed a simple technique for overcoming the dread of

housekeeping • The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. Switch shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

Winning the Long Game

How Strategic Leaders Shape the Future *PublicAffairs*

Are you winning the battle but losing the war? Every leader has to deliver the goods—make budget, meet deadlines, and deftly manage people—to provide the inspirational fuel that keeps their business running day-in and day-out. But therein lies the danger of winning today's battle and losing the war—that is the long game of creating sustainable value in a volatile, uncertain world that is becoming ever-more complex and ambiguous. The greater purpose—today's number one business challenge—is winning the long game by being more strategic; developing the skills to look outside the four walls of the organization and see the world from the future back. Steven Krupp and Paul J. H. Schoemaker bridge the gap between what many see as the separate domains of strategy and leadership to show how to develop the discipline of strategic leadership in a world of growing uncertainty. While pragmatic to the core, Winning the Long Game creates vivid insights into the discipline of strategic leadership by applying it systemically through personal portraits of successful business leaders. The book profiles Elon Musk, Richard Branson, and Sara Blakely, as well as world-renowned figures like Pope Francis, Oprah Winfrey, and Nelson Mandela. What makes these strategic leaders successful is highlighted by contrasting them with others who are either mediocre or outright failures. Winning the Long Game is the must-have playbook for every leader and for any manager seeking to become more strategic in today's topsy-turvy world.

The Art of War *Diamond Pocket Books Pvt Ltd*

The Art of War is an enduring classic that holds a special place in the culture and history of East Asia. An ancient Chinese text on the philosophy and politics of warfare and military strategy, the treatise was written in 6th century B.C. by a warrior-philosopher now famous all over the world as Sun Tzu. Sun Tzu's teachings remain as relevant to leaders and strategists today as they were to rulers and military generals in ancient times. Divided into thirteen chapters and written succinctly, The Art of War is a must-read for anybody who works in a competitive environment.

Hope in the Dark

Untold Histories, Wild Possibilities *Haymarket Books*

“[A] landmark book . . . Solnit illustrates how the uprisings that begin on the streets can upend the status quo and topple authoritarian regimes” (Vice). A book as powerful and influential as Rebecca Solnit’s Men Explain Things to Me, her Hope in the Dark was written to counter the despair of activists at a moment when they were focused on their losses and had turned their back to the victories behind them—and the unimaginable changes soon to come. In it, she makes a radical case for hope as a commitment to act in a world whose future remains uncertain and unknowable. Drawing on her decades of activism and a wide reading of environmental, cultural, and political history, Solnit argues that radicals have a long, neglected history of transformative victories, that the positive consequences of our acts are not always immediately seen, directly knowable, or even measurable, and that pessimism and despair rest on an unwarranted confidence about what is going to happen next. Now, with a moving new introduction explaining how the book came about and a new afterword that helps teach us how to hope and act in our unnerving world, she brings a new illumination to the darkness of our times in an unforgettable new edition of this classic book. “One of the best books of the 21st century.” —The Guardian “No writer has better understood the mix of fear and possibility, peril and exuberance that’s marked this new millennium.” —Bill McKibben, New York Times-bestselling author of Falter “An elegant reminder that activist victories are easily forgotten, and that they often come in extremely unexpected, roundabout ways.” —The New Yorker

The Kill Chain

Defending America in the Future of High-Tech Warfare *Hachette Books*

From a former senior advisor to Senator John McCain comes an urgent wake-up call about how new technologies are threatening America's military might. For generations of Americans, our country has been the world's dominant military power. How the US military fights, and the systems and weapons that it fights with, have been uncontested. That old reality, however, is rapidly deteriorating. America's traditional sources of power are eroding amid the emergence of new technologies and the growing military threat posed by rivals such as China. America is at grave risk of losing a future war. As Christian Brose reveals in this urgent wake-up call, the future will be defined by artificial intelligence, autonomous systems, and other emerging technologies that are revolutionizing global industries and are now poised to overturn the model of American defense. This fascinating, if disturbing, book confronts the existential risks on the horizon, charting a way for America's military to adapt and succeed with new thinking as well as new technology. America must build a battle network of systems that enables people to rapidly understand threats, make decisions, and take military actions, the process known as "the kill chain." Examining threats from China, Russia, and elsewhere, The Kill Chain offers hope and, ultimately, insights on how America can apply advanced technologies to prevent war, deter aggression, and maintain peace.

Certain to Win

The Strategy of John Boyd, Applied to Business *Xlibris Corporation*

• Advance reviews of Certain to Win • Annotated Table of Contents "The book is both an excellent primer for those new to Boyd and a catalyst to those with business experience trying to internalize the relevance of Boyd’s thinking." Chuck Leader, LtCol USMC (Ret.) and information technology company CEO; "A Winning Combination," Marine Corps Gazette, March 2005. Certain to Win [Sun Tzu’s prognosis for generals who follow his advice] develops the strategy of the late US Air Force Colonel John R. Boyd for the world of business. The success of Robert Coram’s monumental biography, Boyd, the Fighter Pilot Who Changed the Art of War, rekindled interest in this obscure pilot and documented his influence on military matters ranging from his early work on fighter tactics to the USMC’s maneuver warfare doctrine to the planning for Operation Desert Storm. Unfortunately Boyd’s written legacy, consisting of a single paper and a four-set cycle of briefings, addresses strategy only in war. [All of Boyd’s briefings are available on Defense and the National Interest.] Boyd and Business Boyd did study business. He read everything he could find on the Toyota Production System and came to consider it as an implementation of ideas similar to his own. He took business into account when he formulated the final version of his “OODA loop” and in his last major

briefing, Conceptual Spiral, on science and technology. He read and commented on early drafts of this manuscript, but he never wrote on how business could operate more profitably by using his ideas. Other writers and business strategists have taken up the challenge, introducing Boyd’s concepts and suggesting applications to business. Keith Hammonds, in the magazine Fast Company, George Stalk and Tom Hout in Competing Against Time, and Tom Peters most recently in Re-imagine! have described the OODA loop and its effects on competitors. They made significant contributions. Successful businesses, though, don't concentrate on affecting competitors but on enticing customers. You could apply Boyd all you wanted to competitors, but unless this somehow caused customers to buy your products and services, you’ve wasted time and money. If this were all there were to Boyd, he would rate at most a sidebar in business strategy. Business is not War Part of the problem has been Boyd’s focus on war, where “affecting competitors” is the whole idea. Armed conflict was his life for nearly 50 years, first as a fighter pilot, then as a tactician and an instructor of fighter pilots, and after his retirement, as a military philosopher. Coram describes (and I know from personal experience) how his quest consumed Boyd virtually every waking hour. It was not a monastic existence, though, since John was above everything else a competitor and loved to argue over beer and cigars far into the night. During most of the 1970s and 80s he worked at the Pentagon, where he could share ideas and debate with other strategists and practitioners of the art of war. The result was the remarkable synthesis we know as Patterns of Conflict. Discussions about generals and campaigns, however, did not give Boyd much insight into competition in other areas,

Rethinking American Grand Strategy *Oxford University Press*

"In recent years, historians and other scholars have offered useful definitions, most of which coalesce around the notion that grand strategy is an amplification of the "normal" strategic practice of deploying various means to attain specific ends. "The crux of grand strategy," writes Paul Kennedy, co-founder of the influential Grand Strategy program at Yale University, "lies...in policy, that is, in the capacity of the nation's leaders to bring together all the elements, both military and nonmilitary, for the preservation and enhancement of the nation's long-term (that is, in wartime and peacetime) best interests." John Lewis Gaddis, the program's co-founder with Kennedy, defines grand strategy succinctly as "the alignment of potentially unlimited aspirations with necessarily limited capabilities." Hal Brands, an alumnus of Yale's program and a contributor to this volume, observes that grand strategy is best understood as an "intellectual architecture that lends structure to foreign policy; it is the logic that helps states navigate a complex and dangerous world." Peter Feaver, who followed Yale's model when establishing a grand strategy program at Duke University, is somewhat more specific: "Grand strategy refers to the collection of plans and policies that comprise the state's deliberate effort to harness political, military, diplomatic, and economic tools together to advance that state's national interest." International Relations theorist Stephen Walt is even more precise: "a state's grand strategy is its plan for making itself secure. Grand strategy identifies the objectives that must be achieved to produce security, and describes the political and military actions that are believed to lead to this goal. Strategy is thus a set of 'contingent predictions': if we do A, B, and C, the desired results X, Y, and Z should follow.""--

Mastering the Complex Sale

How to Compete and Win When the Stakes are High! *John Wiley and Sons*

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives." —Geoffrey A. Moore, author of Crossing the Chasm and Dealing with Darwin "This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." —Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment." —Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminarium Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

Hope is Not a Strategy

The 6 Keys to Winning the Complex Sale : [Summary].

Hope Is Not a Strategy

Frameworks for Simplifying the Chaos of Work & Life **Chuck**

Ever feel as though life is crazy, hard to manage, or just plain chaotic? Ever feel like you are reacting to everything and proactively dealing with nothing? This book was written to help manage these situations by providing frameworks that will help you to your organize thoughts into actions. Hope Is Not A Strategy provides eight different frameworks that will help you to think, respond and proactively deal with many different situations. Originally written to help business leaders take on the challenge of managing people and the complexities of corporate life, the frameworks shared here can also be applied to everyday life. Each framework is explained in detail and given context through real world examples. Hope is Not a Strategy helps with the complexity of life because chaos is a part of life, but dealing with it doesn't have to be chaotic.

Amp It Up

Leading for Hypergrowth by Raising Expectations, Increasing Urgency, and Elevating

Intensity *John Wiley & Sons*

Wall Street Journal, USA Today, and Publishers Weekly Bestseller The secret to leading growth is your mindset Snowflake CEO Frank Sloatman is one of the tech world's most accomplished executives in enterprise growth, having led Snowflake to the largest software IPO ever after leading ServiceNow and Data Domain to exponential growth and the public market before that. In Amp It Up: Leading for Hypergrowth by Raising Expectations, Increasing Urgency, and Elevating Intensity, he shares his leadership approach for the first time. Amp It Up delivers an authoritative look at what it takes to transform an organization for maximum growth and scale. Sloatman shows that most leaders have significant room to improve their organization's performance without making expensive changes to their talent, structure, or fundamental business model—and they don't need to bring in an army of consultants to do it. What they do need is to align people around what matters and execute with urgency and intensity every day. Leading for unprecedented growth means declaring war on mediocrity, breaking the status quo, and making conflicted choices daily, all with a relentless focus on the mission. Amp It Up provides the first principles to guide that change, and the tactical advice for organizing a company around them. Perfect for executives, entrepreneurs, founders, managers, and leaders of all kinds, Amp It Up is a must-read resource for anyone who seeks to unleash the growth potential of a company and scale it to heights they never thought possible.

The 48 Laws of Power *Penguin*

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the definitive manual for anyone interested in gaining, observing, or defending against ultimate control – from the author of The Laws of Human Nature. In the book that People magazine proclaimed “beguiling” and “fascinating,” Robert Greene and Joost Elffers have distilled three thousand years of the history of power into 48 essential laws by drawing from the philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence (“Law 1: Never Outshine the Master”), others teach the value of confidence (“Law 28: Enter Action with Boldness”), and many recommend absolute self-preservation (“Law 15: Crush Your Enemy Totally”). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, The 48 Laws of Power is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

Competitive Advantage

Creating and Sustaining Superior Performance *Simon and Schuster*

Now beyond its eleventh printing and translated into twelve languages, Michael Porter’s The Competitive Advantage of Nations has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter’s groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, The Competitive Advantage of Nations offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter’s “diamond,” a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter’s concept of “clusters,” or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter’s theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

Product Roadmaps Relaunch

How to Set Direction while Embracing Uncertainty *"O'Reilly Media, Inc."*

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you’ll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting

Integration or Separation? A Strategy for Racial Equality *Harvard University Press*

Roy L. Brooks, a distinguished professor of law and a writer on matters of race and civil rights, says with frank clarity what few will admit - integration hasn't worked and possibly never will. Equally, he casts doubt on the solution that many African Americans and mainstream whites have advocated: total separation of the races. This book presents Brooks's strategy for a middle way between the increasingly unworkable extremes of integration and separation.

Deep Work

Rules for Focused Success in a Distracted World *Grand Central Publishing*

Read the Wall Street Journal Bestseller for "cultivating intense focus" for fast, powerful performance results for achieving success and true meaning in one's professional life (Adam Grant, author of Give and Take). Deep work is the ability to focus without distraction on a cognitively demanding task. It's a skill that allows you to quickly master complicated information and produce better results in less time. Deep Work will make you better at what you do and provide the sense of true fulfillment that comes from craftsmanship. In short, deep work is like a super power in our increasingly competitive twenty-first century economy. And yet, most people have lost the ability to go deep-spending their

days instead in a frantic blur of e-mail and social media, not even realizing there's a better way. In *Deep Work*, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he instead celebrates the power of its opposite. Dividing this book into two parts, he first makes the case that in almost any profession, cultivating a deep work ethic will produce massive benefits. He then presents a rigorous training regimen, presented as a series of four "rules," for transforming your mind and habits to support this skill. 1. Work Deeply 2. Embrace Boredom 3. Quit Social Media 4. Drain the Shallows A mix of cultural criticism and actionable advice, *Deep Work* takes the reader on a journey through memorable stories—from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air—and no-nonsense advice, such as the claim that most serious professionals should quit social media and that you should practice being bored. *Deep Work* is an indispensable guide to anyone seeking focused success in a distracted world. An Amazon Best Book of 2016 Pick in Business & Leadership Wall Street Journal Business Bestseller A Business Book of the Week at 800-CEO-READ

Gold Medal Strategies

Business Lessons From America's Miracle Team *John Wiley & Sons*
Business lessons from one of the greatest Olympic teams of all time It's been called the greatest upset of all time, the most memorable Olympic moment ever, the "Miracle on Ice." No matter which superlative is used, no one can deny that the U.S. men's hockey team's defeat of the Soviet Union in the medal round of the Lake Placid Olympic Games was a defining moment for Cold War America. The U.S. team's goalie was a Boston University student named Jim Craig, who is now a leadership expert and keynote speaker to business audiences. *Gold Medal Strategies* gives you Craig's unique lessons from the "Miracle" team on team dynamics, leadership, motivation, and other important management topics. With his unparalleled perspective, Craig dissects and analyzes the elements of a successful team, how to assemble one, and what philosophies will keep the team's shared goal a reality. This book outlines the necessary skills and details the specific techniques you need to maximize your business readiness, hone competitive cooperation, gather your strategies, and attack your challengers.

The Strategist

Be the Leader Your Business Needs *Harper Collins*
Based on an acclaimed professor's legendary strategy course at Harvard Business School, *The Strategist* offers a radically new perspective on a leader's most vital role. "Are you a strategist?" That's the first question Cynthia Montgomery asks the business owners and senior executives from all over the world who participate in her highly regarded executive education course. It's not a question they anticipate or care much about on opening day. But by the time the program ends, they cannot imagine leading their companies to success without being—and living the role of—a strategist. Over a series of weeks and months, Montgomery puts these accomplished executives through their paces. Using case discussions, after-hours talks, and participants' own strategy dilemmas, she illuminates what strategy is, why it's important, and what it takes to lead the effort. En route, she equips them to confront the most essential question facing every business leader:

Does this company truly matter? In doing so, she shows that strategy is not just a tool for outwitting the competition; it is the most powerful means a leader has for shaping a company itself. *The Strategist* exposes all business leaders—whether they run a global enterprise or a small business—to the invaluable insights Montgomery shares with these privileged executives. By distilling the experiences and insights gleaned in the classroom, Montgomery helps leaders develop the skills and sensibilities they need to become strategists themselves. It is a difficult role, but little else one does as a leader is likely to matter more.

The Hollow Hope

Can Courts Bring About Social Change? Second Edition *University of Chicago Press*
In follow-up studies, dozens of reviews, and even a book of essays evaluating his conclusions, Gerald Rosenberg's critics—not to mention his supporters—have spent nearly two decades debating the arguments he first put forward in *The Hollow Hope*. With this substantially expanded second edition of his landmark work, Rosenberg himself steps back into the fray, responding to criticism and adding chapters on the same-sex marriage battle that ask anew whether courts can spur political and social reform. Finding that the answer is still a resounding no, Rosenberg reaffirms his powerful contention that it's nearly impossible to generate significant reforms through litigation. The reason? American courts are ineffective and relatively weak—far from the uniquely powerful sources for change they're often portrayed as. Rosenberg supports this claim by documenting the direct and secondary effects of key court decisions—particularly *Brown v. Board of Education* and *Roe v. Wade*. He reveals, for example, that Congress, the White House, and a determined civil rights movement did far more than *Brown* to advance desegregation, while pro-choice activists invested too much in *Roe* at the expense of political mobilization. Further illuminating these cases, as well as the ongoing fight for same-sex marriage rights, Rosenberg also marshals impressive evidence to overturn the common assumption that even unsuccessful litigation can advance a cause by raising its profile. Directly addressing its critics in a new conclusion, *The Hollow Hope, Second Edition* promises to reignite for a new generation the national debate it sparked seventeen years ago.

Technology Strategy Patterns

Architecture as Strategy *O'Reilly Media, Inc.*
Technologists who want their ideas heard, understood, and funded are often told to speak the language of business—without really knowing what that is. This book's toolkit provides architects, product managers, technology managers, and executives with a shared language—in the form of repeatable, practical patterns and templates—to produce great technology strategies. Author Eben Hewitt developed 39 patterns over the course of a decade in his work as CTO, CIO, and chief architect for several global tech companies. With these proven tools, you can define, create, elaborate, refine, and communicate your architecture goals, plans, and approach in a way that executives can readily understand, approve, and execute. This book covers: Architecture and strategy: Adopt a strategic architectural mindset to make a meaningful material impact Creating your strategy: Define the components of your technology strategy using proven patterns Communicating the strategy: Convey your technology strategy in a compelling way to a variety of audiences Bringing it all together: Employ patterns individually or in clusters for specific problems; use the complete framework for a comprehensive strategy