



## **HBR's 10 Must Reads on Strategy (including featured article “What Is Strategy?” by Michael E. Porter)**

*Harvard Business Review, Michael E. Porter, W. Chan Kim, Renee Mauborgne*

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Is your company spending too much time on strategy development—with too little to show for it?

If you read nothing else on strategy, read these 10 articles (**featuring “What Is Strategy?” by Michael E. Porter**). We've combed through hundreds of *Harvard Business Review* articles and selected the most important ones to help you catalyze your organization's strategy development and execution.

*HBR's 10 Must Reads on Strategy* will inspire you to:

- Distinguish your company from rivals
- Clarify what your company will and won't do
- Craft a vision for an uncertain future
- Create blue oceans of uncontested market space
- Use the Balanced Scorecard to measure your strategy
- Capture your strategy in a memorable phrase
- Make priorities explicit
- Allocate resources early
- Clarify decision rights for faster decision making"

This collection of best-selling articles includes: **featured article "What Is Strategy?" by Michael E. Porter**, "The Five Competitive Forces That Shape Strategy," "Building Your Company's Vision," "Reinventing Your Business Model," "Blue Ocean Strategy," "The Secrets to Successful Strategy Execution," "Using the Balanced Scorecard as a Strategic Management System," "Transforming Corner-Office Strategy into Frontline Action," "Turning Great Strategy into Great Performance," and "Who Has the D? How Clear Decision Roles Enhance Organizational Performance."

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