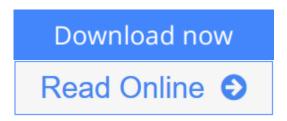


## HBR's 10 Must Reads on Strategy (including featured article ?What Is Strategy?? by Michael E. Porter)

By Harvard Business Review, Michael E. Porter, W. Chan Kim, Renée A. 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"

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