



The Boston Consulting Group on Strategy: Classic Concepts and New Perspectives, 2nd Edition

Carl W. Stern (editor), Michael S. Deimler (editor)

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For more than 40 years, The Boston Consulting Group has been shaping strategic thinking in business. *The Boston Consulting Group on Strategy* offers a broad and up-to-date selection of the firm's best ideas on strategy with fresh ideas, insights, and practical lessons for managers, executives, and entrepreneurs in every industry. Here's a sampling of the provocative thinking you'll find inside:

- "You have to be the scientist of your own life and be astonished four times: at what is, what always has been, what once was, and what could be."
- "The majority of products in most companies are cash traps . . . [They] are not only worthless, but a perpetual drain on corporate resources."
- "Use more debt than your competition or get out of the business."
- "When information flows freely, reputation, more than reciprocity, becomes the basis for trust."
- "As a strategic weapon, time is the equivalent of money, productivity, quality, even innovation."
- "When brands become business systems, brand management becomes far too important to leave to the marketing department."
- "The winning organization of the future will look more like a collection of jazz ensembles than a symphony orchestra."
- "Most of our organizations today derive from a model whose original purpose was to control creativity."
- "Rather than being an obstacle, uncertainty is the very engine of transformation in a business, a continuous source of new opportunities."
- "IP assets lack clear property lines. Every bit of intellectual property you can own comes with connections to other valuable innovations."



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