



The Passion and Discipline of Strategy

Krzysztof Obloj

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The Passion and Discipline of Strategy utilises the experiences of the best companies and leaders in emerging and mature markets to highlight the necessary linkage of passion and discipline in an effective strategy process. Passion motivates and maintains a manager's focus, whilst discipline is necessary to make passion productive and effective. Taken together, passion and discipline create a sequence of winning strategic moves, enabling a company to leverage passion, accurately develop a strategy hinge, select their own firm boundaries and a strategic goal, and decide on key elements of the business model.

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