



The Three Rules: How Exceptional Companies Think (Paperback)

By Michael Raynor, Mumtaz Ahmed

Penguin Books Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. In The Three Rules, Michael E Raynor and Mumtaz Ahmed provide the answer to the ultimate business question: how do some companies manage to keep excelling, year after year after year? The objective is to deliver the best possible performance and sustain it for as long as possible In every sector there s an outlier. An exceptional company that faces the same difficulties as competitors, but constantly delivers superior results. What are they doing differently? And what can they teach us?Michael E. Raynor and Mumtaz Ahmed analysed 25,000 companies spanning forty-five years to find the answers. What they discovered were three clear rules that the most exceptional companies follow when faced with the most difficult decisions. With a powerful combination of detailed case studies and rigorous data analysis, reading, learning and applying The Three Rules will help your organization become truly exceptional. Michael E. Raynor is a director at Deloitte Services LP, where he explores corporate strategy, innovation, and growth with clients in a variety of industries. He is the coauthor, with Clayton Christensen, of The Innovator s Solution, and the author of the bestselling and...



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