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Profit from the Core | Bain & Company

In this updated edition of Profit from the Core, authors Chris Zook and James Allen show that a renewed focus on the core is more critical than ever as firms seek to rebuild their competitive advantage coming out of the downturn—and that a strong core will be the foundation for successful expansion as the economy recovers.

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Profit from the Core: Growth Strategy in an Era of Turbulence is a non-fiction book on business strategy by American business consultant Chris Zook with James Allen. This is the first book in his Profit from the Core trilogy. The book is followed by Beyond the Core released in 2004 and Unstoppable in 2007.

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Profit From the Core is without a doubt one of my favorite business books. I rank it alongside Winning Decisions and The Goal. This book is from the perspective of manager's wanting to achieve corporate growth, but the myriad concepts are so powerful they can be adapted to departmental strategies, evaluating corporations, mergers & acquisitions and even to designing one's own career strategy.

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