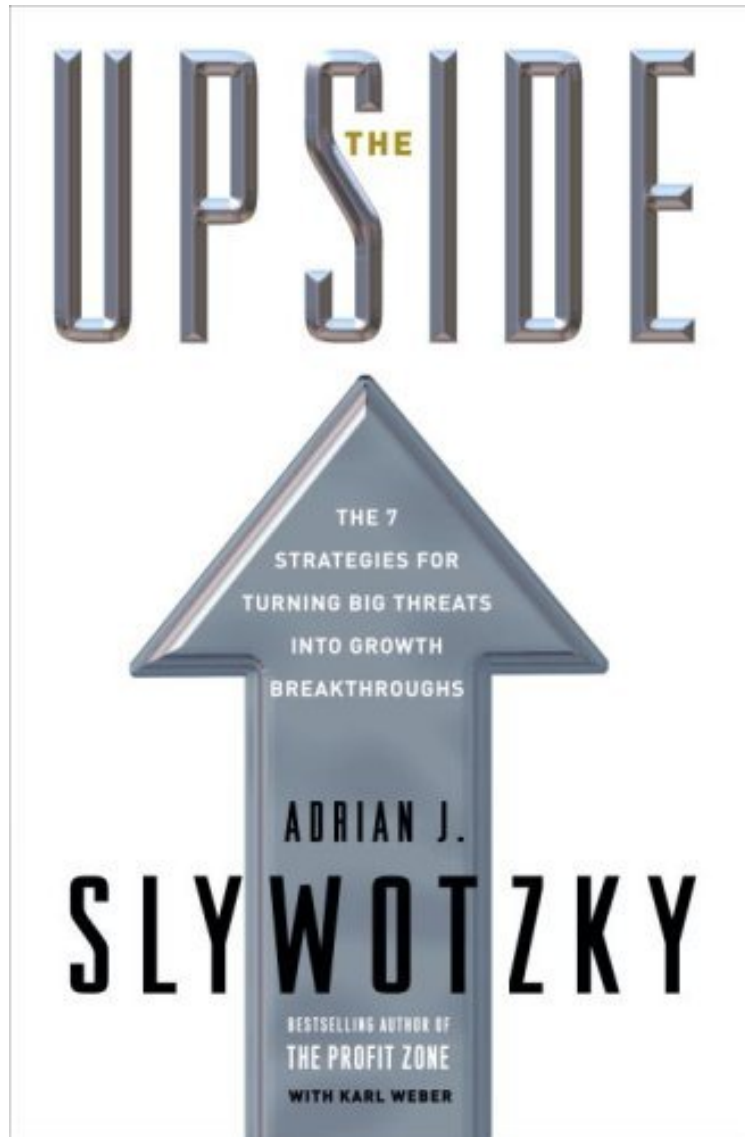


(Mobile library) The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs

The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs

Adrian J. Slywotzky, Karl Weber
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Adrian J. Slywotzky, Karl Weber : The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs:

0 of 0 people found the following review helpful. Five StarsBy BK2020Amazing book0 of 0 people found the following review helpful. Amazing stuffBy olisaemeka akukweAnother amazing work from Slywotzky!8 of 8 people found the following review helpful. Strategic Risk Shaping Drivers Superior PerformanceBy Dayton SemerjianI have

been reading and applying Adrian Slywotzky's works on the broad topic of profitable growth for over fourteen years. What I find striking about all of his work is that the concepts presented are always clear, accessible, and market-hardened. I find reassurance knowing that as a management consultant, the insights or "business truths" that Slywotzky presents are distilled out of observing and analyzing a multitude of clients and their fiercest competitors in a global theater. In *The Upside*, the concept of a "strategic risk management system" brings the topic of risk back into the strategy conversation in a positive and opportunistic way. Being prepared and turning threats into growth opportunities is the heart of this book. The notion that active and ongoing "risk-shaping" as a source of advantage and superior performance is missing concept in most corporate strategy conversations and a needed one. Private equity and other financial market leaders are masters of re-shaping risk to maximize returns and have been quietly doing so for years. The application of risk management to corporate strategy is a new and important dimension. My sense is that the merger of Mercer Management Consulting and Oliver Wyman provided the stimulus for deeper thought about the intersection of growth strategy and risk management. As a corporate practitioner of growth acceleration I find Slywotzky to be core reading along with *Harvard Business Review*, and *Sloan Management Review*. These are the three best sources of distilled, market tested, high impact growth strategies that can be customized and deployed tomorrow. If you haven't read *Value Migration*, *The Profit Zone*, *Profit Patterns*, *The Art of Profitability*, and *How To Grow When Market's Don't*, you should absolutely add them to your reading list and business library. *The Upside* stands by itself, but the collection as a whole is an overwhelming arsenal of competitive moves that I have applied over and over again with striking results. Perhaps the most important act you can perform is not just to read *The Upside*, but to use it, experiment with it, adapt it to your business situation, and put it into practice. Dayton Semerjian Senior Vice President, Strategy and Development Operations CA, Inc.

Today, when your fortunes can literally change overnight, the new strategic imperative is making your moment of maximum risk your moment of maximum opportunity. In *The Upside*, Adrian Slywotzky provides bold and original ideas for growth breakthroughs as well as the practical tools to use Monday morning, such as:

- How to change the odds for your next major initiative and create potential industry breakthroughs, as Toyota did with its expanding universe of Prius vehicles.
- Shape and exploit risk, don't be shaped by it. Become a knowledge-intensive business and continually increase the knowledge gap between yourself and rivals, as Coach and Tsutaya of Japan have convincingly done.
- A category killer can't kill what's not in its category. When basketball legend Bill Russell faced a taller, stronger Wilt Chamberlain, he led the Celtics to victory by inventing a different game. The same thinking lets Target prosper in a Wal-Mart world—and can help you outcompete the "unbeatable" rival in your own industry.
- When you come to a fork in the road—take it! Only a fraction of companies survive when industries experience technological or strategic transitions. To be a survivor, learn the secret that enabled Microsoft to weather the advent of the Internet—the art of the double bet.
- Stuck in a business box? Find the bigger box—and then the biggest. When growth stagnates, capture more of your customers' dollars through demand innovation and big-box thinking, as companies from Continental AG and Ikea to Procter Gamble have done.
- Your competitors can also be your greatest enablers of profit. Stop competing yourself to death! The key is knowing when to compete and when to collaborate, as Apple has shown with its revolutionary approach to the music business. In the 1980s conventional wisdom was that you could have high quality or low cost, but not both—until Japanese makers of cars and electronics showed otherwise. Now, high quality and low cost are required just to enter the marketplace. Today, we face a similar paradox when it comes to risk and reward. Rather than shrink from the high risk so integral to the tumultuous global economy, Adrian Slywotzky shows how it can be your greatest source of growth and future reward. From the Hardcover edition.