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Paul Leinwand, Cesare R. Mainardi
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#892937 in eBooks 2009-07-15 2009-07-15 File Name: B00BE65RGQ | File size: 51.Mb

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following review helpful. Terrific bookBy LauraVery thoughtful approach to the topic.5 of 5 people found the following review helpful. Essential Reading for LeadersBy Thomas OswaldFirst, for full transparency I want to disclose that I work for Booz Company, the same firm as the authors. While that was a factor in my becoming aware of this book, my review is based upon my experiences at my former employer and as an adjunct professor teaching strategy.In these still very challenging economic times, this is an essential book for every manager. By providing details on how to cut costs with a Capabilities-Driven Strategy, it shows how cost reductions and growth do not have to be in conflict.Perhaps more importantly, this book shows how to make the cuts stick and the path to escape the morale problems that come from across the board cost cutting.If you are a senior executive, then I recommend that you read this book to inform your thinking about how to approach this challenge and lead your company in cutting costs and growing stronger.If you are not a senior executive, then I recommend that you read this book and then figure out how you can get it into the hands of your senior leadership.If you want to learn more about this book, then I recommend that you search YouTube for "How to Cut Costs--Strategically". In this video interview Cesare Mainardi sat down with Paul Michelman of Harvard Business Publishing to talk about Cut Costs, Grow Stronger. In the under 12 minute interview, Ces describes the argument of the book, and shows how cost cutting is and should be a strategic act, linked to a capabilities-driven strategy.

For most companies, cost cutting in a down economy means across-the-board slashing that "spreads the pain" of budget reductions across many departments. While that may sound like the best approach for getting critical results fast and for limiting political infighting, it is a mistake-one that will leave your company weaker, not just smaller. Instead, companies that need to reduce costs should treat the challenge as an opportunity to identify and reinforce their key capabilities, while divesting from those activities that do not truly reflect the business's strengths or long-term goals. This more strategic approach will make your company more resilient as tough times continue and more robust as recovery begins.In Cut Costs, Grow Stronger, an e-book published as part of the Harvard Business Press Memo to the CEO series, Booz Company's Shumeet Banerji, Paul Leinwand and Cesare Mainardi provide executives with the tools they need to rapidly implement capabilities-driven cost reduction. First they demonstrate how to identify and clearly articulate your company's key capabilities-not just core competencies or skill sets, but those very few strengths that, in combination, define how your organization competes. You can then use this information to create your company's unique blueprint for effective and efficient cost reduction. The authors' detailed, step-by-step framework walks you through the process, which can be completed in as little as two or three months-it's something that you can do now. This practical guide to capabilities-driven cost-cutting is the tool executives need to confront the challenge of today's economy while strengthening the foundation for what will set their company apart in the future.