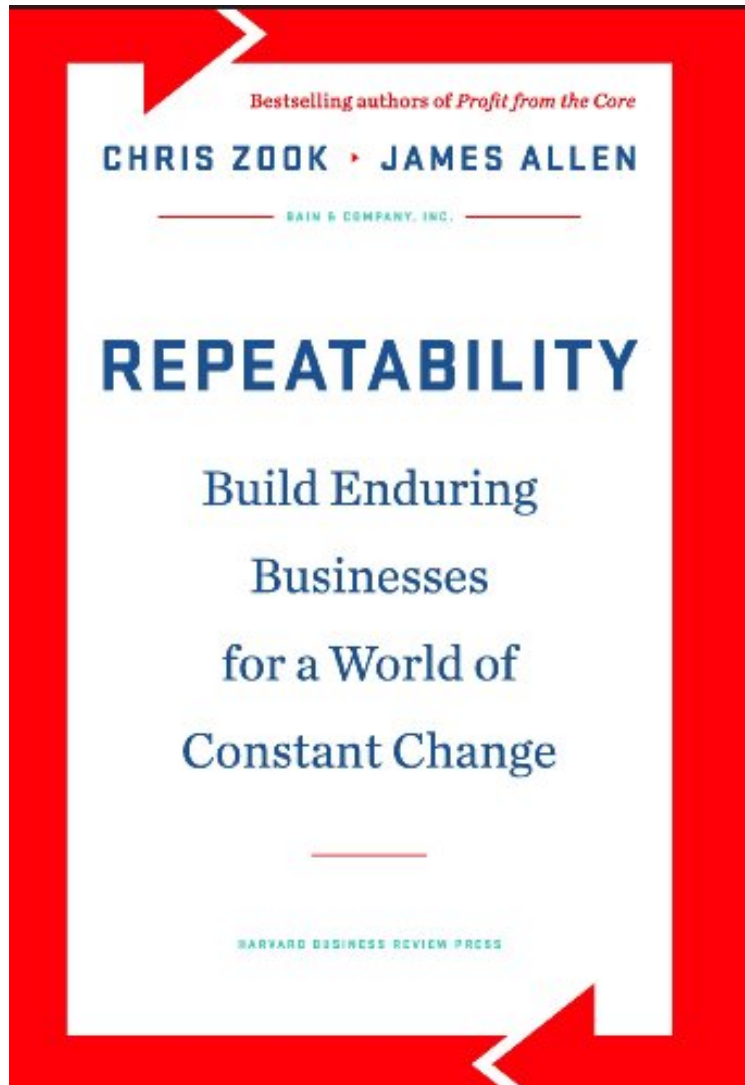


Repeatability: Build Enduring Businesses for a World of Constant Change

Chris Zook, James Allen

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Chris Zook, James Allen : Repeatability: Build Enduring Businesses for a World of Constant Change before purchasing it in order to gauge whether or not it would be worth my time, and all praised Repeatability: Build Enduring Businesses for a World of Constant Change:

17 of 18 people found the following review helpful. Compelling advice for organizational strategyBy John GibbsOnly about 9 percent of global companies have been able to achieve more than a modest level of sustained and profitable growth over the course of the last decade, according to Chris Zook and James Allen in this book. Enduringly successful companies maintain a for a simplicity at their core by adhering to a consistent set of principles which the

authors describe as "great repeatable models". The research used by the authors provides the following significant findings: * 80 percent of variation in financial returns among all businesses in the world is accounted for by their performance relative to other companies within their industry, as opposed to their choice of market. * New growth initiatives--organic or by acquisition--have success rates of only about 20-25 percent, much lower than most executives realize. * The odds of success (surviving and re-establishing a profitable trajectory) in redefinition are extremely low, less than one in ten. A significant majority of the companies which were successful over the long term had "great repeatable models", and the three most important design principles for such models were: * A strong, well-differentiated core, involving unique assets and deep competencies * Clear non-negotiables involving a common understanding of the company's core values and the key criteria used to make trade-offs in decision making * Systems for closed-loop learning, for driving continuous improvement across the business

In my view this book makes a key contribution to the field of business strategy. The business environment has changed permanently over the past decade and it is now much more difficult to create sustained profitability. The three key design principles identified by the authors do seem to be very important for future success. I found the authors' reasoning compelling, and I highly recommend the book to anyone involved in devising organizational strategy.

0 of 0 people found the following review helpful. One of the best management books I've read

By Tim Miguel Scalongne I've read this book over the course of a weekend and really one of the best management books I've ever read. Really simple core messages and directly useful and practical for our company. Recommend!

0 of 0 people found the following review helpful. An amazing book. It arrived in record time and was ...

By Marjorie An amazing book. It arrived in record time and was pristine.

An argument for simplicity from the bestselling authors of *Profit from the Core* Is radical reinvention the key to winning in today's fast-paced world? Not judging by the results of some of the world's best-performing companies. In *Repeatability*, Chris Zook and James Allen—leaders of Bain Company's influential Strategy practice—warn that complexity is a silent killer of profitable growth. Successful companies endure by maintaining simplicity at their core. They don't stray from, or regularly discard, their business model in pursuit of radical renovation. Instead, they build a "repeatable business model" that produces continuous improvement and allows them to rapidly adapt to change without succumbing to complexity. Based on a multiyear study of more than two hundred companies, the book stresses the value of repeatability in business, showing how the "big idea" today is really made up of a series of successful smaller ideas driven by a simple and repeatable business model. Zook and Allen show how some of the world's best-known firms combine a core differentiation model with speed, adaptability, and simplicity to land them at the top for long periods of time. These firms include: Apple, Danaher, DaVita, IKEA, Nike, Olam, Tetra Pak, Vanguard, and others. CEOs, senior executives, managers, and investors all need to read this book. It's the new blueprint for reaching the top—and staying there.

Zook and Allen call complexity the "silent killer" of modern business. The Bain duo correctly argue that successful companies can survive dramatic change by deciding which bits of their business models to preserve and which to dump.

The Economist: This exceptional book is a must-have resource.

Forbes: It has a rich repertoire of powerful examples, many clues for making our own organizations more repeatable.

The book is pleasantly simple; to peruse from cover to cover, exemplifying its repeatable model in its own way. It has been so far a wonderful experience reading the book.

Journal of Product Innovation Management: Repeatability is made compelling by the copious survey and case data and by the authors' engaging presentation of their work.

Research-Technology Management: This is not a recipe for doing nothing. Far from it. Indeed concentrating great repeatable models that stick to consistent sets of principles is potentially as tricky and as time-consuming as engaging in all sorts of new initiatives. The difference is it is likely to be more effective.

Future of Business (futureofbusinessblog.com): Repeatability provides business leaders with a blueprint for bringing consistency and clarity to their organizations and for putting them on track for profitable growth. But don't just take my word for it. American Express Chairman and CEO Ken Chenault says, Repeatability is a terrific guide to adapting your business for success in uncertain times.

American Express OPEN Forum: Repeatability once again proves what a productive pleasure it is to spend some time with Chris Zook.

800 CEO READ: A terrific strategy book.

Seeking Alpha: ADVANCE PRAISE for Repeatability