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While current business wisdom calls for "new rules" for strategy and organization, Profit from the Core argues that most growth strategies fail to deliver value—or even destroy it—primarily because they

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wrongly diversify from the core business.

The authors contend that this timeless strategic precept—building market power in a well-defined core—remains the key source of competitive advantage and the most viable platform for successful expansion.

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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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Core trilogy. The book is followed by
Beyond the Core released in 2004 and
Unstoppable in 2007.

Profit from the Core - Wikipedia

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Jim Vincent, CEO of Biogen, a classic "profit from the core" success story, has argued convincingly in interviews that this capacity issue is the number-one CEO

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growth constraint, in his experience. The solution involves focusing more tightly around a strategy and, frequently, introducing management capabilities to deal with a larger, more complex, faster-moving company.

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Profit from the Core - Bloomberg

His book, Profit from the Core, arose from a 10-year Bain study on how companies grow and why companies that seem to have all the ingredients for growth often fall short. The findings are surprising: Only about one in 10

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companies actually achieves what Zook defines as sustained, profitable growth—5.5 percent of real growth in profits and revenue on an average annual basis over the 10 years of the study.

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In 2010, Harvard Business School press published an updated version of Profit From the Core, subtitled "A Return to Growth in Turbulent Times." The updated edition describes how principles from the trilogy

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enabled companies to continue growing during the global financial crisis that began in 2008.

Chris Zook - Wikipedia

When Profit from the Core was published in 2001, it became an international bestseller, helping hundreds of companies find their

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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

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