



Creative Destruction: Why Companies That Are Built to Last Underperform the Market-- And How to Successfully Transform Them (Paperback)

By Richard Foster

Random House USA Inc, United States, 2003. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Turning conventional wisdom on its head, a Senior Partner and an Innovation Specialist from McKinsey Company debunk the myth that high-octane, built-to-last companies can continue to excel year after year and reveal the dynamic strategies of discontinuity and creative destruction these corporations must adopt in order to maintain excellence and remain competitive. In striking contrast to such bibles of business literature as In Search of Excellence and Built to Last, Richard N. Foster and Sarah Kaplan draw on research they conducted at McKinsey Company of more than one thousand corporations in fifteen industries over a thirty-six-year period. The industries they examined included old-economy industries such as pulp and paper and chemicals, and new-economy industries like semiconductors and software. Using this enormous fact base, Foster and Kaplan show that even the best-run and most widely admired companies included in their sample are unable to sustain their market-beating levels of performance for more than ten to fifteen years. Foster and Kaplan s long-term studies of corporate birth, survival, and death in America show that the corporate equivalent of El Dorado, the golden company that continually...

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