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Profit from the Core: Growth Strategy in an Era of Turbulence is a non-fiction book on business strategy by American business consultant Chris Zook with James Allen. This is the first book in his Profit from the 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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Growth in Turbulent ...

Profit from the Core is a back-to-basics strategy which says that developing a strong, well-defined core is the foundation of sustainable, profitable growth. Any new growth should leverage and strengthen the core. Management following the core methodology should evaluate and prioritise growth along three cyclical steps:

Strategy Tools: Profit from the Core - Global Advisors ...

Profit from the Core. Lots of companies try too hard to adapt to the latest rules of strategy, according to Chris Zook, a Bain & Company director, and James Allen, CEO of venture capital firm eVolution Global Partners. What companies should be doing, instead, is charting a course based on an honest assessment of their core business.

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Profit from the Core: A Return to Growth in Turbulent ...

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

Chris Zook - Wikipedia

Profit from the Core: Growth Strategy in an Era of Turbulence. by. Chris Zook, James Allen. 3.86 · Rating details · 85 ratings · 7 reviews. Written by the leaders of Bain & Company's worldwide strategy practice, and based on a 10-year study of 2,000 companies, this book argues that a timeless strategic

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principle focusing on a central profit area remains the key source of competitive advantage and the only viable platform for successful expansion.

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To comment on Profits From The Core simply as a book does not do it justice. Zook has compiled a systematic approach to defining and analyzing the basis of ones core strategy, and then provides a structure with which to analyze the entity's competencies and map a path for economic growth.

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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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