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untested strategies, as firms in industries from finance to retailing to automobiles strayed too far from their core businesses and suffered the consequences.

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Profit from the Core: Growth Strategy in

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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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from Chris Zook and James Allen's book "Profit from the Core" reveals the results of a study that was carried out to answer the question: "How do you grow a business profitably in a sustainable manner?".

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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

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growth. Any new growth should leverage and strengthen the core. Management following the core methodology should evaluate and prioritise growth along three cyclical steps:

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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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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

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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

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10-year study of 2,000 companies, this book argues that a timeless strategic 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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downturn—and that a strong core will be the foundation for successful expansion as the economy recovers.

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business functions, where the deduction of interest and taxes is excluded from the...

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