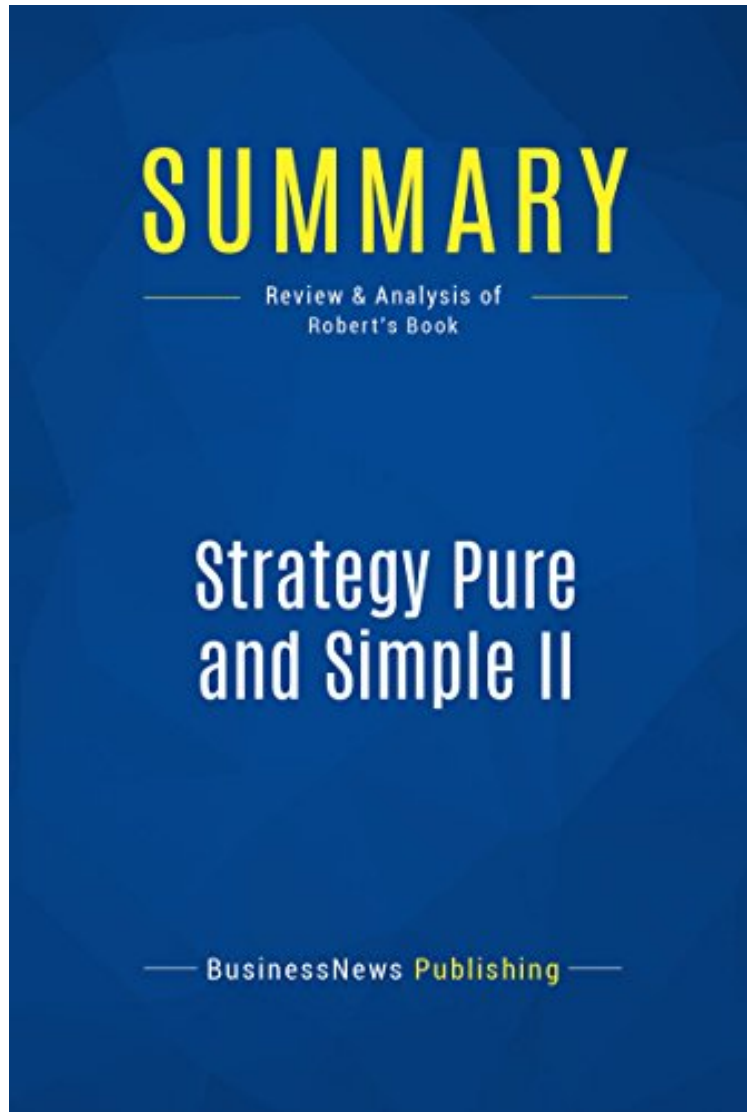


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shows that all successful companies share one trait: they are able to think strategically and long term. Unsuccessful companies become bogged down in procedure and operational issues. In his book, the author explains that thinking strategically is not difficult, and can be achieved by following very simple steps. This summary presents Robert's theory in logical stages and will teach you how to learn and apply his advice for guaranteed success. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Strategy Pure and Simple II" and discover how you can learn from the best businesses to make the most of your expertise and resources.