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Strategy Beyond the Hockey Stick is definitely not a popular business book intended for a general audience, but for strategy consultants or executives working in corporate strategy (at Fortune 500 firms). McKinsey has collected a lot of data on corporate performance over the years.

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1) Actual data to back up the examples: Many

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strategy books come across as the author having experienced a number of anecdotal situations, thinks they see a pattern and decide to write a book about it - Strategy Beyond the Hockey Stick is different.

Strategy Beyond the Hockey Stick: People, Probabilities

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A good strategy is still hard to shape, but you

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can at least greatly increase your chances of understanding how close it is to a likely winner. Martin Hirt is a senior partner in our Greater China office and co-author of Strategy Beyond the Hockey Stick with Sven Smit and Chris Bradley. Originally published on LinkedIn.

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“In the strategy room,” the authors write early in the book, “human bias and social dynamics can prevent the necessary big moves from getting on the table, let alone getting executed.” The outcome of these social dynamics, they argue, “is the hockey stick, confidently showing future success after the all-too-familiar dip on next

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year's budget."

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