

# BREAKOUT STRATEGY



MEETING THE CHALLENGE  
OF DOUBLE-DIGIT GROWTH

SYDNEY FINKELSTEIN,  
CHARLES HARVEY, THOMAS LAWTON

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***“Breakout Strategy is bursting with fresh ideas.  
It reveals how strategy - well conceived and implemented - is the spearhead  
for value creation and sustained high growth!”***

*- Paul Bateman, CEO, JPMorgan Asset Management*

They don't call them “growing pains” for nothing, but growth is the most important part of any business. Drawn from five years of research and field testing, *Breakout Strategy* introduces the “fast track” concept, describing successful strategies that result in rapid business growth for any organization. This system features five key initiatives - create a value-based vision, give customers a value proposition, align what you do with customer desires, balance “hard” and “soft” business to deliver on promises, liberate the energies of the organization's people - and explains how to implement them company-wide.

The book defines and describes the fast track concepts and framework for readers looking to create rapid growth in their own firms. Complete with examples such as Google, Starbucks, IKEA, jetBlue and Samsung the book provides detailed analysis from over 100 companies studied by the authors as part of the research for this book.

**SYDNEY FINKELSTEIN** is the author of *Why Smart Executives Fail*, and professor of strategy and leadership at Dartmouth's Tuck School of Business. **CHARLES HARVEY** is professor of business history and management, and dean of Strathclyde Business School, University of Strathclyde, Scotland. **THOMAS LAWTON** is associate professor of strategic management at Tanaka Business School, Imperial College London.

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