



Strategic Learning: How to Be Smarter Than Your Competition and Turn Key Insights into Competitive Advantage

Willie Pietersen

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How to use Strategic Learning to rapidly respond to change and gain a sustainable advantage over your competitors

What's even harder than creating a breakthrough strategy? Making it stick. As companies are fighting to survive in a tough economy, this new book by Willie Pietersen demonstrates the power of the Strategic Learning process, a four-step dynamic cycle guaranteed to create and sustain winning performance. Adopted by a wide range of corporations and not-for-profit organizations, the Strategic Learning process builds on eight years of practicing, adapting and honing the original concepts Pietersen first introduced in *Reinventing Strategy* to explain how organizations can generate superior insights about their customers and competitors, craft a Winning Proposition, focus on a vital few key priorities, create buy-in throughout the organization and achieve success – again and again.

- Teaches organizations to make smarter decisions that help them win customers and earn superior profits
- Explains how to instill a culture of openness, learning, and courage that can face and respond to the constantly changing business environment
- Is a tool that can benefit leaders at all levels, in organizations both large and small, global and domestic, for-profit and not-for-profit
- Author Willie Pietersen, a former president of Tropicana and Seagram USA, is a professor of management at Columbia Business School, and the author of *Reinventing Strategy*, from Wiley

Strategic Learning shows you how your business or nonprofit organization can develop better, more effective strategies for long-term competitive advantage.

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