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Chris Zook is a partner at Bain & Company and cohead of Bain's Strategy practice. James Allen is a partner in Bain & Company's London office and cohead of Bain's Strategy practice. They are authors of REPEATABILITY: Build Enduring Businesses for a World of Constant Change.

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Repeatability offers practicable ideas on how CEOs can develop and implement a business model to empower leaders across the organization to replicate a proven growth formula." Walter Kiechel III, author, The Lords of Strategy:-- "For most industrial capitalists, the secret to success is being able to churn out the same product over and over, with uniform quality and at a predictable price.

Repeatability : Build Enduring Businesses for a World of ...

Their most recent book is Repeatability: Build Enduring Businesses for a World of Constant Change (Harvard Business Review Press, 2012), from which this article is adapted. Notes 1.Daniel Michaels, "O'Leary Pilots Ryanair into Lead with "Mad" Ideas for Cost Cuts," Wall Street Journal, December 9, 2009.

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Like managerial "yo-yo dieting", frequently changing your business strategy ruins the metabolism of your business and keeps you from focusing on a market. In Repeatability, Zook and Allen explain how a company can harness the repeatable business models to achieve strong and consistent growth.

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Based on a multiyear study of more than two hundred companies, the book stresses the value of repeatability in business, showing how the "big idea" today is really made up of a series of successful smaller ideas driven by a simple and repeatable business model. ... Repeatability: Build Enduring Businesses for a World of Constant Change ...

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The must-read summary of Chris Zook and James Allen's book: "Repeatability: Build Enduring Businesses for a World of Constant Change".This complete summary of the ideas from Chris Zook and James Allen's book "Repeatability" shows that repeating what has already proved successful is the key to growth, as it prevents companies from failing due to their complexity.

Repeatability: Build Enduring Businesses for a World of ...

In Repeatability, Chris Zook and James Allen-leaders of Bain & Company's influential Strategy practice-warn that complexity is a silent killer of profitable growth. Successful companies endure by maintaining simplicity at their core. They don't stray from, or regularly discard, their business model in pursuit of radical renovation.

Repeatability: Build Enduring Businesses for a World of ...

Repeatability: Build Enduring Businesses For A World Of Constant Change by Zook, Chris/ Allen, James Based on a multiyear study of such firms as Apple, IKEA, and Vanguard, the authors warn against complexity as a strategy for business planning, advocating instead for a simple, repeatable model that provides for constant improvement.

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