



The Art of What Works: How Success Really Happens

William Duggan

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A commonsense approach to creating effective new strategies from ones that are proven to work

From Napoleon through Jack Welch, great leaders have always "borrowed" great ideas from others. *The Art of What Works* cuts against the grain of today's one-size-fits-all strategic gurus to argue that there are no intrinsically good or bad strategies--just flexible strategies that work best in given situations. Welch's appropriation of Six Sigma from Motorola, and use of its best features to revitalize GE, is a recent example of this approach.

In this insightful and practical guide, leading strategist William Duggan lays the groundwork for building new strategic frameworks by observing what works--and what doesn't--in the real world. *The Art of What Works* shows business professionals how to:

- Recognize and adopt great ideas and strategies
- Modify strategically sound ideas to their own benefit
- Decide on a course of action--then modify it when necessary

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