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Playing to Win: How Strategy Really Works (Harvard Business Review Press, 2013) is a new book co-authored by management legend, A.G. Lafley, former CEO of Procter & Gamble [PG] and Roger Martin  
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**Daumen hoch f r Playing to Win How Strategy Really**

14. Mai 2013 Mit einem Guten Montag hatte ich bereits einen kleinen Vorgeschmack auf das Buch Playing to Win How Strategy Really Works gegeben, das erlesenes Management-Knowhow zweier Gro er enth lt: Der langj hrige CEO von Procter and Gamble, A.G. Lafley, und der Berater und aktuelle Dean der Rotman School of Business in

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Playing To Win: How Strategy Really Works by A.G. Lafley and Roger L. Martin is an interesting and informative look at how strategic business decisions are made through examples by P & G between 2000 and 2009. A.G. Lafley is the former Chairman and CEO of Procter & Gamble and Roger L. Martin is the Dean of Rotman School of Management. The pair are extremely knowledgeable on the topic they are writing about, business strategy.

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