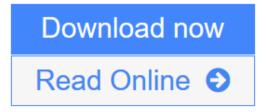# Repeatability: Build Enduring Businesses for a World of Constant Change

Chris Zook , James Allen

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An argument for simplicity from the bestselling authors of *Profit from the Core*

Is radical reinvention the key to winning in today's fast-paced world? Not judging by the results of some of the world's best-performing companies.

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. Instead, they build a "repeatable business model" that produces continuous improvement and allows them to rapidly adapt to change without succumbing to complexity.

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. Zook and Allen show how some of the world's best-known firms combine a core differentiation model with speed, adaptability, and simplicity to land them at the top for long periods of time. These firms include: Apple, Danaher, DaVita, IKEA, Nike, Olam, Tetra Pak, Vanguard, and others.

CEOs, senior executives, managers, and investors all need to read this book. It's the new blueprint for reaching the top—and staying there.

Repeatability: Build Enduring Businesses for a World of Constant Change Details

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From Reader Review Repeatability: Build Enduring Businesses for a World of Constant Change for online ebook

Kevin says

Instead of calling this book "Repeatability", they should have just labelled it "Continuity": it's really not a huge surprising leap that continuously practising best practices over having only one inspired moment leads to the best results.

All of the points in the book are valid, and the case studies are well researches (the companies either seem either over-analysed in the literature or beyond esoteric); however, it's just hard to see the need for all of it. (Suggestions like continuing to encourage learning at all levels in your organisation is just common sense, for example.)

The most useful section is a page at the end of each chapter with a list of questions to ask yourself every few months.

Crystal says

A wonderful book. The concept is sound and echoes a theme which sets business apart from each other. A well- written and meaningful book, for all managers

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Lori Grant says

A must-read book on execution for knowledge workers, managers, executives, and entrepreneurs.

Renae says

Good book. Thought provoking. Not a book you can rush through. I found myself re-reading sections to fully grasp the concepts. There are only 6 chapters full of good content. Really recommend this book just give yourself time to read it and not rush it.

Garrett says

This book had no shortage of circumstantial evidence and research to back up their claims on how top companies grow their businesses. I think you'd be hard-pressed to find a book of its kind, outside of maybe one of their earlier books, on such a niche subject.

Anton says

This book will give you a practical lens to analyse a business before making strategic decisions.

The author proposes three design criteria for achieving long run business success:
1. A differentiated core business
2. A well communicated, static value system
3. A short and quick feed back look between the business-customer interface and management

Point #1 is critical because there must be a business case for growth; you need a way to make money that is not easily duplicated by competitors. #2 ensures that the entire organization is aware of the differentiated core and why it exists; this awareness prevents the business from inadvertently drifting towards sub-optimal business opportunities. #3 allows management to keep in touch with customer preferences and disposition towards the business, and also creates a context in which management can conduct experiments and react quickly to a changing business environment.

The authors make extensive use of business case studies to drive these points home, and back up the proposition with statistical evidence as well.