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The following excerpt is one chapter from The Future of Strategy: A Transformative Approach to Strategy for a World that Won t Stand Still (McGraw-Hill, 2015). For more information, visit [www.atkearney.com](http://www.atkearney.com). NEW YORK CHICAGO SAN FRANCISCO ATHENS LONDON MADRID MEXICO CITY MILAN NEW DELHI SINGAPORE SYDNEY TORONTO The FUTURE OF STRATEGY: A Transformative Approach to Strategy for a World That Won

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