



## Book Review:

**Reading Time:**

3 minutes

**Reader Benefit:**

- ◆ Learn about what it means to address profit-driven questions;
- ◆ Insights about how you can focus on profit strategies proactively;
- ◆ Buy the book to discover the strategic issues that you must face head-on as you seek profit.

**Title: Profit from the Core**

Author: Chris Zook, with James Allen

Publisher: Harvard Business Scholl Press, 2001

Pages: 186 pp, includes Notes, Bibliography and Index

Reviewer's Rating: ☺☺☺☺☺

**Rating Legend:**

*Inspiring* ☺☺☺☺☺ *Excellent* ☺☺☺☺ *Good* ☺☺☺ *Average* ☺☺ *OK* ☺

***Website Summary:*****A Back-to-Basics Strategy?**

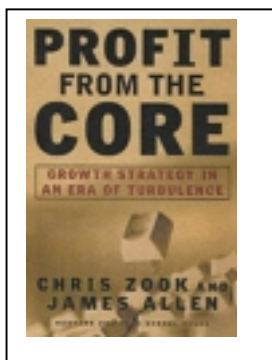
Paradigms come, paradigms go, but the business fundamentals remain. Why? Simply because the business process involves the age-old ideas of profit and return-on-investment. In other words, a business today requires a back-to-basics approach of following enduring economic principles.

***Synopsis:*****A Back-to-Basics Strategy?**

This book offers a practical approach to growth strategy in an era of turbulence, in the light of the dot-com crash and the renewed appeal of the profit-driven enterprise.

Paradigms come, paradigms go, but the business fundamentals remain. Why? Simply because the business process involves the age-old ideas of profit and return-on-investment. In other words, a business today requires a back-to-basics approach of following enduring economic principles.

According to the authors, the reader can benefit from the book, its data, its diagnostics, and its principles; prior to engaging in strategy discussions to make more informed key decisions around the core issues of growth by answering fundamental but vital questions.





## **A Back-to-Basics Strategy?**

*Book Review by Leon A. Enriquez*

Paradigms come, paradigms go, but the business fundamentals remain. Why? Simply because the business process involves the age-old ideas of profit and return-on-investment. In other words, a business today requires a back-to-basics approach of following enduring economic principles.

“When we embarked on a two-year project at Bain & Company to explore the key strategic decisions that most often determine growth or stagnation in business, we never intended to publish a book,” said authors Chris Zook and James Allen in the preface. “But our clients, after hearing about the findings in presentations and management meetings, urged us to do so.”

In fact, people were responding to what they felt was a useful framework for understanding and addressing the key decision points encountered in growing a business. They thought this framework was practical and could be applied in their own companies to their own decisions.

Authors Zook and Allen highlighted: “They especially valued the amount of empirical data backing up the conclusions, in high contrast to some of the more faddish, popular books that professed to offer the new elixir or silver bullet.”

This book offers a practical approach to growth strategy in an era of turbulence, in the light of the dot-com crash and the renewed appeal of the profit-driven enterprise. The book is organised into five chapters as follows:

- ◆ Chapter 1: Desperately Seeking Growth
- ◆ Chapter 2: The Profitable Core
- ◆ Chapter 3: The Alexander Problem
- ◆ Chapter 4: The Redefinition Dilemma
- ◆ Chapter 5: Growing from the Core

According to the authors, the reader can benefit from the book, its data, its diagnostics, and its principles; prior to engaging in strategy discussions to make more informed key decisions around the core issues of growth by answering the following fundamental questions.



These questions are:

1. Where should we look for the next wave of profitable growth opportunities, and where might that lead?
2. How should we select from different opportunities before us today?
3. What defines our business boundaries, and what is the measure of leadership that we strive to attain?
4. Is it time to consider redefining fundamentally some of the elements of our core business, and how should we go about doing that?

“Our focus is on achieving results and reliability through making good strategic decisions. We believe that business awards few points for artistic merit,” said Zook and Allen. “The same is true in business: there exist lasting principles and ideas that can drive profit from the core.”

This book will be a valuable companion if you want to take advantage of the strategic yet fundamental business principles to help your company prosper and grow.

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