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# First and Fast: Outpace Your Competitors, Lead Your Markets, and Accelerate Growth

Stuart Cross

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**Stuart Cross : First and Fast: Outpace Your Competitors, Lead Your Markets, and Accelerate Growth** before purchasing it in order to gauge whether or not it would be worth my time, and all praised First and Fast: Outpace Your Competitors, Lead Your Markets, and Accelerate Growth:

0 of 0 people found the following review helpful. Five Stars  
By Candis Roff  
Good book to read.  
2 of 2 people found the following review helpful. A fast read that will inspire you to embrace the pace of business and run with it  
By Suzanne Bates  
For every CEO who has ever wondered, "How did we fall behind?" or "How did we get to this point?" the answer

is not that you failed. As Stuart Cross explains, the secret to outpacing your competitors and leading your markets is a cultural mindset that keeps you ahead of the curve. First and Fast gets beyond some of the same old advice on how to innovate - to address underlying opportunities to build an organization that is growth minded. It's a stimulating yet comforting, helpful guide to creating a system for staying ahead of the curve. Cross offers real-world stories about how well-known companies have become idea leaders in their markets. He alerts you to the warning signs you must pay attention to so that you don't slow down, whether it's not being clear about expectations, or addressing passive resistance in your firm. What I learned is that the time to develop your next generation strategy is not when you're on the decline, but on the rise. And his advice applies to companies of every size. It's all about a mindset. A fast read that will stay with you and inspire you to embrace the pace of business today and own it. 0 of 0 people found the following review helpful. This should be a contemporary classic on corporate strategy!

By Peter McLean Stuart has written what should be a contemporary classic on corporate strategy in the modern world. Following from his previous book, "The CEO's Strategy Handbook" The CEO's Strategy Handbook: How to Create, Sustain and Accelerate Profit Growth, which I already had on my shelf, Stuart has trimmed the fat, built more conceptual muscle and created a champion of a guide to the core concepts, thinking and tools that can drive strategy. I don't have any personal connection with Stuart, so wish to provide my unbiased opinion as an expert in leadership, communication and performance. Stuart has created an eminently readable and usable guide to strategy, based on his evidently considerable expertise in the area. Filled with current examples, but including insights and source material you may not have seen before, Stuart points out some of the big public "fails" in what is sometimes gripping narrative (not what you'd expect in a business strategy book - aren't they always deadly dull?) and includes correspondence and references from the immediate parties to really put the reader in the moment. Stuart goes on to articulate core principles - both drivers and dangers - that should drive modern 2016-2020 strategy and outlines processes whereby companies can quickly create guiding strategies in just 6 days, rather than 6 months. He describes the kind of great follow-through processes that I have always found from a cognitive, performance and strategic point of view to work best with all kinds of leaders and managers. He uses a multitude of always interesting, practical examples to demonstrate and elaborate on his points without belabouring them. And there's a real sense of clarity that you get about how to develop, refine and act on your strategy. In the process, Stuart also deals with myths such as "I should just be like Steve Jobs", how the world's biggest brands, like Nokia and , have respectively failed and thrived, and how many long-established companies like Boots and startups in a variety of industries have leapt ahead due to clear-headed strategy execution. Product development testing, customer engagement, environmental analysis, technological considerations - it's all there. Because all good strategy thinking will find common ground, you will see some similar ideas coming out of Stuart's book to other great strategy works like Lafley and Martin's Playing to Win Playing to Win: How Strategy Really Works. This goes to confirm the excellence of the material. I'll be using Stuart's ideas myself and recommending his work to all my relevant clients and network. An enjoyable and savoury education on corporate strategy. Unreservedly recommended!

For the past 30 years, business leaders have been exhorted to move faster and adopt a "ready, fire, aim" approach to the growth of their business. As the level of change and turbulence increases in all markets, all organizations must adapt quickly or risk decline and decay. But what are the real behaviors, processes, and techniques that are critical to lead your organization at pace without creating confusion, frustration, and unnecessary risk? First and Fast provides business leaders with a comprehensive and pragmatic set of tools and ideas to enable them to increase pace, build momentum, and accelerate growth in a systematic way. This book is written for business owners, chief executives, other senior executives and managers, consultants, and business advisors.

About the Author Stuart Cross ([morgancross.co.uk](http://morgancross.co.uk)) helps companies to dramatically accelerate growth. His clients include many of the world's leading businesses, such as Alliance Boots, GSK, PricewaterhouseCoopers, Avon Cosmetics, Wm Morrison Supermarkets, RBS Insurance, Sealed Air and Aimia. His first book, The CEO's Strategy Handbook, was published in 2011 to critical acclaim. Prior to launching his consulting business, Morgan Cross Consulting, Stuart led the strategy team at Boots the Chemists, the UK's leading pharmacy chain and helped to plan and deliver the company's 2006 merger with Alliance Unichem.