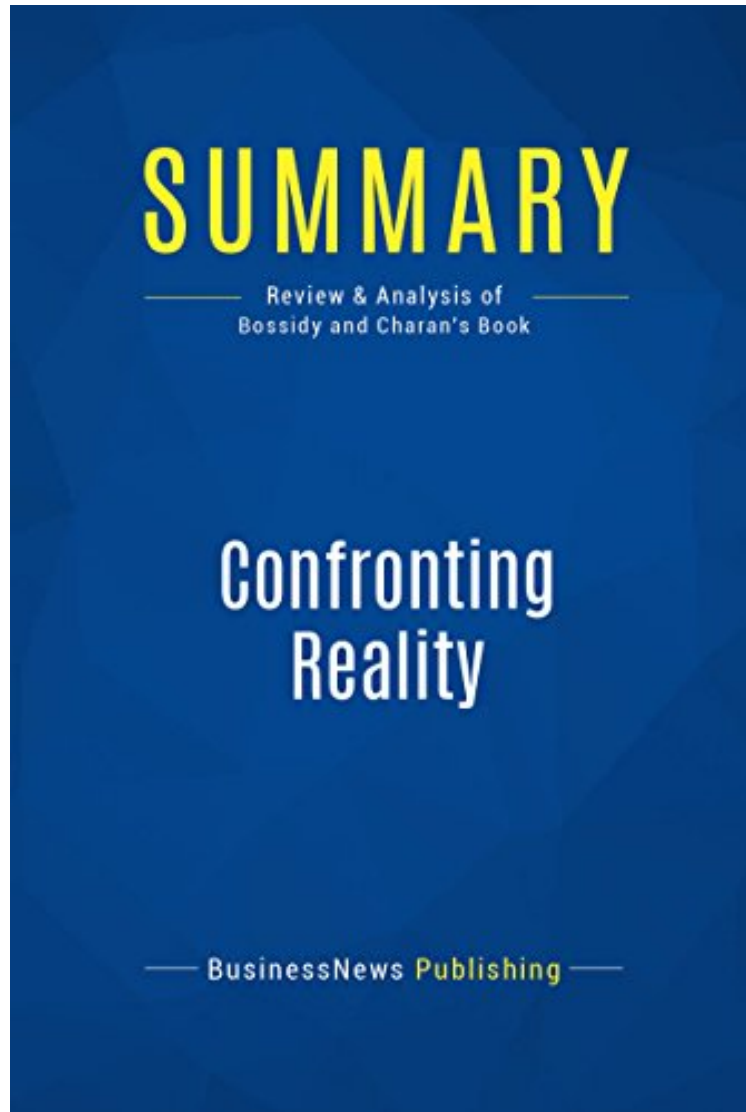


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0 of 0 people found the following review helpful. Certainly Worth the Money -By Loyd Eskildson Successful organizations confront the world the way it is at present, not how they would like it to be. They search for current answers to three key questions: 1) What's the nature of the industry we're in today? 2) Where's our industry heading? Is it becoming commoditized? Where is technology heading for our industry? 3) How will we continue to make the money

we hope to make in this industry in the future? Answers to these questions are then used to set the financial targets the firm needs to meet and the firm's internal activities and capabilities. So, why confront reality? 1) Virtually every business is now a player on the global stage - competitors can come from anywhere, good ideas you have can be copied anywhere on the planet almost overnight. 2) There is now worldwide overinvestment/overcapacity. As a result, supply far exceeds demand in almost every sector -- buyers and customers call the shots. It also means that those controlling the larger distribution channels (eg. Wal-Mart, Home Depot) can make very tough demands on suppliers. Waiting for a return to 'business-as-usual' is a fool's strategy. The key challenge will be to create growth. Old beliefs and behaviors are now obsolete - ignoring that reality is devastating. The greatest consistent damage to businesses is not poor management technique, but failure, sometimes willful, to confront reality.

The must-read summary of Larry Bossidy and Ram Charan's book: "Confronting Reality: Doing What Matters to Get Things Right". This complete summary of the ideas from Larry Bossidy and Ram Charan's book "Confronting Reality" shows that confronting reality means changing the purpose and direction of your business on a regular basis, in order to reflect ongoing changes which occur in the marketplace. Most businesses try and get by on the assumptions of yesterday rather than the realities of today. Companies that confront reality on a consistent basis search for the current answers to three crucial questions: 1. What's the nature of the industry we're in today? 2. Where's our industry heading? 3. How will we continue to make the money we hope to make in this industry in the future? Armed with the answers to these questions, business managers can then analyse the components which determine their enterprise's success or failure. Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Confronting Reality" and discover a very practical perspective on today's business.