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1) Actual data to back up the examples: Many strategy books come across as the author having experienced a number of anecdotal situations, thinks they see a pattern and decide to write a book about it - Strategy Beyond the Hockey Stick is different.

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A good strategy is still hard to shape, but you can at least greatly increase your chances of understanding how close it is to a likely winner. Martin Hirt is a senior partner in our Greater China office and co-author of Strategy Beyond the Hockey Stick with Sven Smit and Chris Bradley. Originally published on LinkedIn.

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