

*The Passion and Discipline of Strategy* utilizes the experiences of the best companies and leaders in emerging and mature markets to highlight the necessary linkage of passion and discipline in an effective strategy process. Passion motivates and maintains a manager's focus, while discipline is necessary to make passion productive and effective. Taken together, passion and discipline create a sequence of winning strategic moves, enabling a company to leverage passion, develop a strategy hinge, select clear boundaries and prioritize goals within a coherent business model.

**Krzysztof Obloj** is Chair of the Strategic Management Department at the University of Warsaw and Kozminski University, Poland. He has extensive international experience in the United States, Europe and China and teaches and consults in the areas of strategy and international business. He serves on the supervisory boards of three large companies and as an advisor to the President of Poland, Bronisław Komorowski.

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ISBN 978-1-137-33493-0



[www.palgrave.com](http://www.palgrave.com)

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