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craft and execute a strategy capable of moving the company in the intended direction, growing its business, and improving its financial and market performance. In this opening chapter, we define the concept of strategy and

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Bloomin' Brands runs a differentiated strategy because of the variants of types of food restaurants currently operating.

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crafting and executing a

company's strategy consists

of five interrelated and

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integrated phases: 1.

Developing a strategic vision of where the company needs to head and what its future product/market/customer/technology focus should be.

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Strategy + Good Strategy
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17

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Janes is Senior Lecturer in Management at the University of Exeter Business School; Ciara Sutton is Lecturer in Strategy at Stockholm School of Economics.

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