

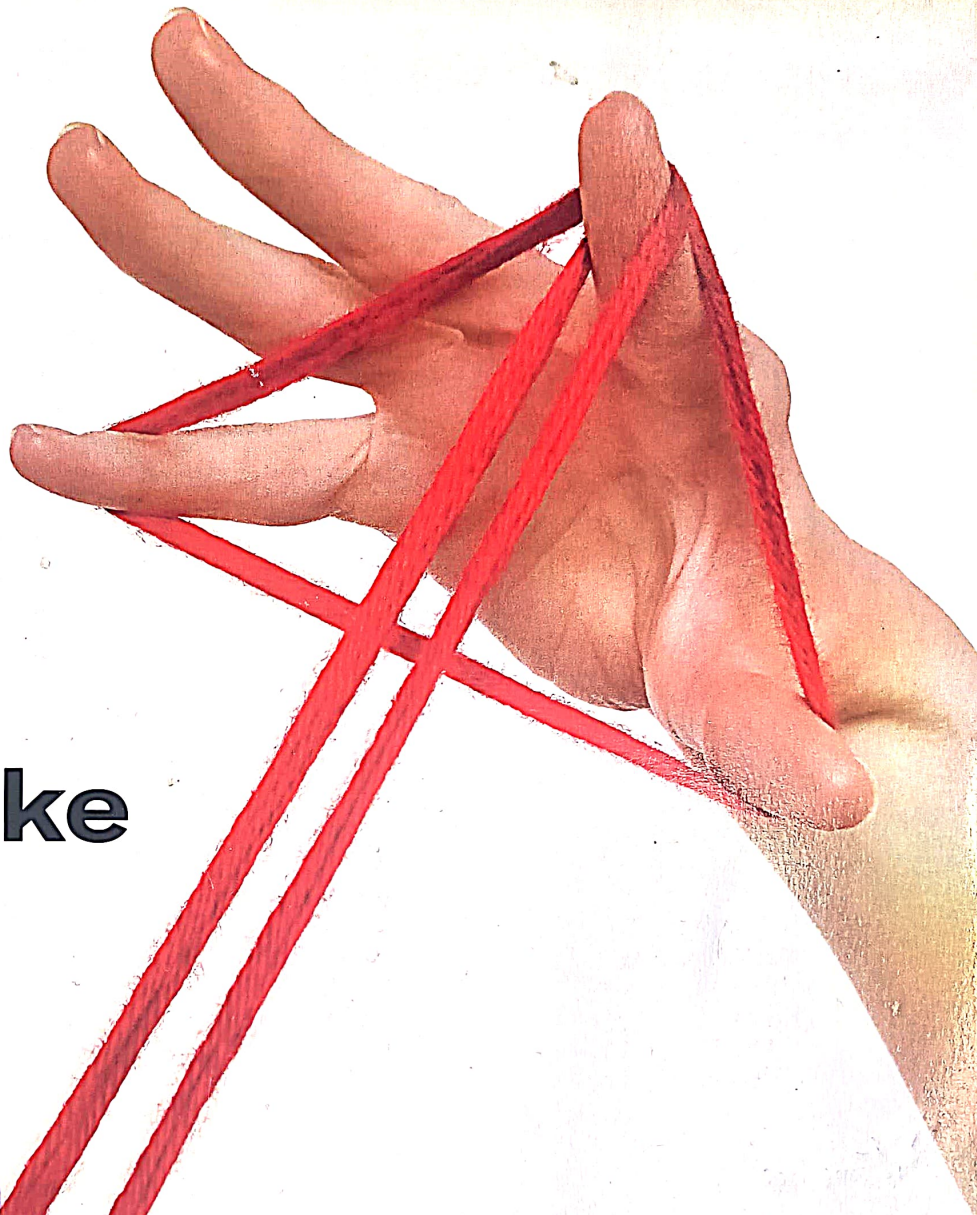


**HARVARD  
BUSINESS  
REVIEW**

# A Better Way to Make Strategy

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How to  
dramatically  
improve decision-  
making and  
performance

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