

Doing Both: How Cisco Captures Today's Profit and Drives Tomorrow's Growth

Over the past seven years, in a highly unstable global economy, Cisco doubled revenue, tripled profits, and quadrupled earnings per share. How? By *Doing Both*. When companies face key strategic decisions, they often take one path and abandon the other. They focus on innovation and new business at the expense of core businesses or vice versa. They stress discipline and sacrifice flexibility. They focus on customers and ignore partners. And they struggle. Cisco believes there is a better way: Doing Both. *Doing Both* means approaching every decision as an opportunity to seize, not a sacrifice to endure. It means avoiding false choices, reduced expectations, and weak compromises. It means finding ways to make each option benefit and mutually reinforce the other. In this book, Cisco Senior Vice President Inder Sidhu explains why "doing both" is today's best strategy. Then, drawing on Cisco's hardwon insights and the experiences of companies like Procter & Gamble, Whirlpool, and Harley-Davidson, Inder presents a complete blueprint for "doing both" in your organization, too. Win by *Doing Both!* ? Sustaining *and* Disruptive Innovation ? Existing *and* New Business Models ? Optimization *and* Reinvention ? Satisfied Customers *and* Gratified Partners ? Established *and* Emerging Countries ? Doing Things Right *and* Doing What Matters ? Superstar Performers *and* Winning Teams ? Authoritative Leadership *and* Democratic Decision Making **Download** | **Size:** 12.46 MB **[This hidden password content is only available for our VIP member. Become VIP Member NOW**