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READING RESPONSE

GOOD STRATEGY, BAD STRATEGY

by Richard Rumelt

Directions

PROMPT: Imagine you work for the Chief Development Officer of your favorite company. Before you left on your business trip to Sydney (a 14-hour flight each way), your boss asked you to pick up a copy of Richard Rumelt's Good Strategy, Bad Strategy and give her a critical report of the book upon your return. Specifically, she is wondering if there is anything in the book worth mentioning in her meeting with the CEO next week.

INFORMATION TO INCLUDE IN YOUR RESPONSE

- What company do you work for?
- What is your overall opinion of the book?
- Identify Rumelt's thesis and explain it in your own words. Is it relevant to your company? your industry? your products? your geographic location? etc?
- Pick **two** main arguments from the book that would be helpful to your company. What examples does Rumelt use to support these positions? Why are they relevant to your firm? What recommendations can you make that your boss might mention in her meeting?
- Pick **one** argument from the book that might **not** work for your company. Why might this perspective be problematic for you? Is there anything the company is doing currently that it should consider changing?

FORMAT: Typed, 3 pages, single-spaced, 12-pt font, 1" margins. Place your name and your discussion session number in the upper right hand corner of each page. Place page numbers in the lower right hand corner of each page.

DELIVERABLES: ☐ Submit to SafeAssign by 8:00 A.M., 6/5/2017
 ☐ Bring a hard copy to lecture, 6/5/2017

POSSIBLE POINTS: 100



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