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Core How A Single Organizing

At the core of the world's most admired businesses lies a powerful Single Organizing Idea. These organizations deliver sustainable economic and social benefit; they unite people, attract investment, inspire innovation, pioneer new efficiencies, and enjoy positive reputation.

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First, Core convinces you that with the right business strategy a company can create as much good in the world as it does profit. Then it tells you how to actually do it - laying out a clear framework for defining just such a business strategy, what the book calls a Single Organizing Idea.

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Single Organizing Idea (SOI®) is a strategy tool and management model that enables an organization to systematically coordinate and align all its operational functions and activities with a sustainable core purpose, collaboratively selected and defined to benefit all stakeholders, equitably.

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