

# The Great Repeatable Business Model

November 01, 2011

Really successful companies build their strategies on a few vivid and hardy forms of differentiation that act as a system and reinforce one another.

They grow in ways that exploit their core differentiators by replicating them in new contexts. And they turn the sources of their differentiation into routines, behaviors, and activity systems that everyone in the organization can understand and follow.

Powerful differentiations deliver enduring profits only when they are supported by simple, nonnegotiable principles and robust learning systems that drive constant improvement across the business. *Read the full article online:* <http://hbr.org/2011/11/the-great-repeatable-business-model/ar/1>

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