Finding Your Next Core Business

In this article Chris Zook looks at companies attempting to develop a new core business. A large part of this article includes specific properties and questions companies need to consider before determining whether or not a core adjustment is applicable. There are many examples of businesses that have gone about this process incorrectly resulting in a major downturn. But, if the principles discussed in this article were applied, finding your next core business would overall be a more successful endeavor.

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