

SPOTLIGHT ON WHERE STRATEGY STUMBLES
SPOTLIGHT

ARTWORK: Yajou Kusuma, *Infinity Mirrored Room—The Souls of Millions of Light Years Away*, 2013, wood, metal-glass mirrors—plastic, acrylic panel, rubber, LED lighting system, 113" X 163.31' X 168 1/8"



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Why Strategy Execution Unravels—and What to Do About It

by Donald Sull, Rebecca Homkes, and Charles Sull