

DOINGBOTH

Capturing Today's Profit and Driving Tomorrow's Growth

Over the past seven years, in a highly unstable global economy, Cisco doubled revenue, tripled profits, and quadrupled earnings per share. How? By **Doing Both**.

When companies face key strategic decisions, they often take one path and abandon the other. They focus on innovation and new business models at the expense of core businesses or vice versa. They stress discipline and sacrifice flexibility. They focus on customers and ignore partners.

And they struggle.

Cisco believes there is a better way: Doing Both.

Doing Both means approaching every decision as an opportunity to seize, not a sacrifice to endure. It means avoiding false choices, reduced expectations, and weak compromises. It means finding ways to make each option benefit and mutually reinforce the other.

In *Doing Both: Capturing Today's Profit and Driving Tomorrow's Growth* (FT Press, June 2010, ISBN 0137083645), Cisco Senior Vice President Inder Sidhu explains why "doing both" is today's best growth strategy. Then, drawing on Cisco's hard-won insights and the experiences of companies like Procter & Gamble, Whirlpool, and Harley-Davidson, Inder presents a complete blueprint for "doing both" in your organization, too.

Win by Doing Both!

- ▶ Sustaining and Disruptive Innovation
- ▶ Existing and New Business Models
- ▶ Optimization and Reinvention
- ▶ Satisfied Customers and Gratified Partners
- ▶ Established and Emerging Countries
- ▶ Doing Things Right and Doing What Matters
- ▶ Superstar Performers and Winning Teams
- ▶ Authoritative Leadership and Democratic Decision Making

For more information, please visit <http://www.doingboth.com/>.

