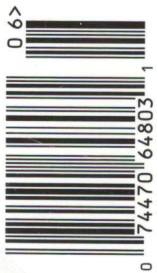


HARVARD BUSINESS REVIEW

A Better Way to Make Strategy

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How to
dramatically
improve decision-
making and
performance

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"Innovation tends to be serendipitous and social in nature—a melding of accidents, iterations, and false starts."

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CORRECTION

In "The Secrets of Extraordinary Low-Cost Operators" (March–April 2025), the author refers to Quadrant Homes as having "some of the lowest prices and costs in the industry." In fact, since its acquisition in 2014, the company (now called Tri Pointe—Washington) has shifted to become a premium home builder, and the practices described in the article have evolved to fit its new strategy. HBR regrets the error.

