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Road to Relevance, the complementary companion to Race, doesn't stop at identifying the strategies. It gives real insight into how to adapt the strategies to your organization's circumstances so that you can execute. Case studies, adaptable examples, and provocative questions are included throughout Road to help you work through these strategies from adoption to implementation.

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Clearly explaining the five key strategies, the authors show you how to: Identify strengths that deserve a concentration of resources. Achieve a coordinated product and service portfolio. Root out marginal or underperforming activities that are negatively impacting your organization.

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(McNaughton, Hamlin, McCarthy, Head-Reeves, & Schreiner, 2008, p. 224). Stop.

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