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overlooked—causes of the problem, and provide a powerful prescription for change. The authors argue that competition currently takes place at the wrong level—among health plans, networks, and hospitals—rather than where it matters most, in the diagnosis, treatment, and

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Participants in the system accumulate bargaining power and shift costs in a zero-sum competition, rather than creating value for patients.

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and what it means for
a project to succeed
or fail in today ' s world.
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each chapter to
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and improve your
process so that your
projects adapt as
required depending
on the nature of the
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yourself this—what is
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What do they really
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element that all

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organizations have in common is that customers are buying execution, and not much else. Therefore, ultimately, this book is about execution—getting things done and making things happen. It details methods and tactics that help you execute projects more

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