



# Summary: Future Focus - Theodore Kinni and AI Ries: How 21 Companies Are Capturing 21st Century Success

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**Complete summary of Theodore Kinni and Al Ries' book: "Future Focus: How 21 Companies Are Capturing 21st Century Success".**

This summary of the ideas from Theodore Kinni and Al Ries' book "Future Focus" raises an essential question: What are the ingredients of 21st century corporate success? Using quantitative and qualitative criteria, the authors have identified a list of 21 companies that have achieved success. In their book, Kinni and Ries reveal the qualities that all of these companies have in common and how you can learn and profit from their example. This summary is an excellent guide for business owner and executives who want to learn from the best.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "Future Focus" and discover how you can learn from the practices of the most successful companies to guarantee your own success in the 21st century.**

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