

www.harvardbusiness.org

HARVARD BUSINESS REVIEW ARTICLE

The Competitive Imperative of Learning

by [Amy C. Edmondson](#)

Most executives believe that relentless execution—the efficient, timely, consistent production and delivery of goods or services—is the surefire path to customer satisfaction and financial results. Managers who let up on execution even briefly, the assumption goes, ...[Read More »](#)

The direct url to order this article is:

<http://hbr.org/2008/07/the-competitive-imperative-of-learning/ar/1>