



Xbox Revisited: A Game Plan for Corporate and Civic Renewal

Robbie Bach

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"From Microsoft's former Chief Xbox Officer, Robbie Bach, comes a unique book that provides a simple yet robust framework that can be used to tackle almost any problem. In *Xbox Revisited: A Game Plan for Corporate and Civic Renewal*, Bach takes business, non-profit, and community-engaged readers on the Xbox journey—a triumphant and personal saga from garage-shop beginnings to business success. Using the 3P Framework of Purpose, Principles, and Priorities developed by the Xbox team, Bach describes the process used to revitalize a beleaguered business and then applies those lessons to our most difficult community issues and the challenges of a nation at a crossroads. After 22 years at Microsoft, Bach is turning his strategic and leadership skills to a new opportunity: helping individuals and organizations drive transformational change in business and civic institutions. The book is packed with common sense thinking and a strategic framework that can set change in motion at every level of community life. *Xbox Revisited* is a wake-up call, a challenge to every citizen to become a "civic engineer" addressing the issues we face in our communities and across our country. According to Bach, "You have to build the foundation before you put up the house. True in business, true in civics, true in life."

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