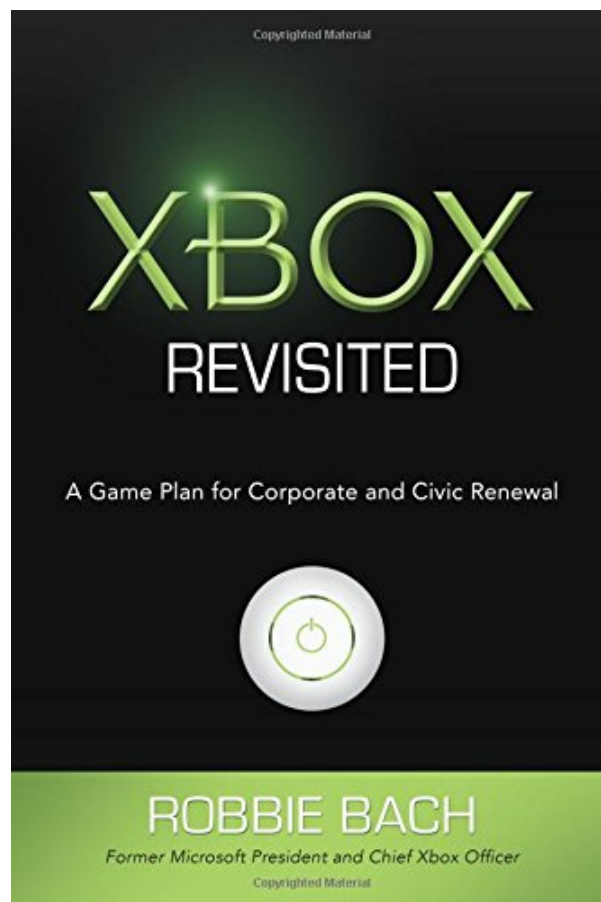


XBOX REVISITED: A GAME PLAN FOR CORPORATE AND CIVIC RENEWAL BY ROBBIE BACH



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XBOX

REVISITED

A Game Plan for Corporate and Civic Renewal



ROBBIE BACH

Former Microsoft President and Chief Xbox Officer

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Review

"In Xbox Revisited, Robbie Bach presents a highly effective, common-sense strategy to address difficult business and community issues. And in the process, he challenges all of us to step up to the plate and participate in renewing our civic and political institutions. Seen through the lens of the creation of the Xbox, the story he tells from personal experience is both engaging and inspirational." --Jeff Raikes, co-founder, Raikes Foundation, former CEO, Bill & Melinda Gates Foundation and president, Microsoft Business Division

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"Robbie is extremely intelligent, practical, and humble. First and foremost, however, he is a values-based leader who consistently sharpens our focus on the mission and our principles. He is able to frame complex questions in simple ways that streamline our decision making. The US Olympic Movement is stronger today because of him." --Scott Blackmun, CEO, United States Olympic Committee

From the Inside Flap

"Xbox was the biblical equivalent of 'formless and empty' and quickly escalated into a game of high stakes poker with billions of dollars and the company's reputation at stake." As business leader, citizen, and "civic engineer," Robbie Bach applies lessons learned from the world of video games to the complex social and political issues of our times. His experience, commitment, and passion provoke us all toward personal, community, and national activism, allowing us to bring order to our lives. By introducing readers to both the successes and failures of the process used to produce the Xbox, Bach challenges his fellow citizens to enact change from the grassroots level.

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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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I can tell how much I enjoy a book by the speed in which I devour ...

By Jason G Lumper

I can tell how much I enjoy a book by the speed in which I devour the pages. With this book I found myself pouring voraciously through the first section, and a bit more slowly digesting the second part. The primary message of Xbox Revisited focuses on a 3-pronged strategy that's easy to understand and implement: Purpose, Principal, and Priorities. It's a common-sense approach that many people will quickly find relevant. The relation to Xbox is primarily through the business piece; there is little (although not completely absent) focus on the inner workings of the video game industry. Overall I would, and have, recommended this book to my friends for the value and practicality of the 3P's approach to both personal and professional applications. Given how successful the methodology was inside Microsoft, I believe other businesses - as well as social and government entities - could benefit by taking a page from this book.

0 of 0 people found the following review helpful.

Simply Put: It Works

By Annie B

I just finished reading this book for the second time. It should be required reading for all B-school students, politicians and civic/business leaders. The focus is more on leadership and strategy than on Xbox (the Xbox business/gaming industry just serves as context). What makes the author's strategy work is that it's simple. In business, we tend to convolute things, a) because simplicity isn't easy; and b) we mistakenly believe that the longer the business plan, the better it is. I've started using Mr. Bach's 3P framework both in business and

on a personal level. Simply put: It works.

0 of 0 people found the following review helpful.

It was one of the best classes I have taken

By Danny

Robbie taught a class at my university using the principles and narratives of this book. It was one of the best classes I have taken. The frameworks he has created through his time at Microsoft are so applicable to any sort of problem, whether it the public or private sector. Having to prioritize simplicity in my thoughts and explanations after writing many long college papers was difficult, but that mindset is one I have tried to adopt in most of my communication now. This book is such an interesting read and highly recommended for anyone interested in business, politics/policy, or just a great story in general!

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