

The Manager s Guide to Strategy

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Reviews

It is really an remarkable book which i have ever go through. It can be writter in simple terms and not difficult to understand. I am just effortlessly can get a enjoyment of reading a composed pdf. (Dr. Lily Wunsch II)

THE MANAGER S GUIDE TO STRATEGY



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McGraw-Hill Education - Europe, United States, 2003. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. This book tells you how top managers create and implement strategies that benefit their companies and their careers. As a manager, every decision you make must both support and drive your organization s strategic goals. But first you must understand those goals - what they are, how they were arrived at, how you can contribute to them, and what you can do to help achieve them. Manager s Guide to Strategy provides you with proven, up-to-date concepts, tools, and insights for effective strategy formulation, along with myriad examples of successful and not-so-successful strategies from real companies. The latest results-focused volume in McGraw-Hill s bestselling Briefcase Books series, this step-by-step introduction to strategy and strategic planning will show you how to: Formulate long-term goals, and create a plan to achieve those goals; Factor your best customers and their needs into every strategic decision; Evaluate and revise strategies to take advantage of new opportunities. Successful companies and managers recognize that strategy development is a continuous, iterative, and interactive process. Learn how to both think and act strategically - for the benefit of your organization, your customers, and your career - in Manager s Guide to Strategy. Briefcase Books are written specifically for today s busy manager. Each book features eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: (Key Terms icon) Clear definitions of key strategy development terms and jargon; (Smart Managing icon) Ideas for intelligent strategy development and implementation; (Tricks of the Trade icon) How-to hints for efficient, effective strategic management; (Mistake proofing icon) Advice for minimizing errors when...

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