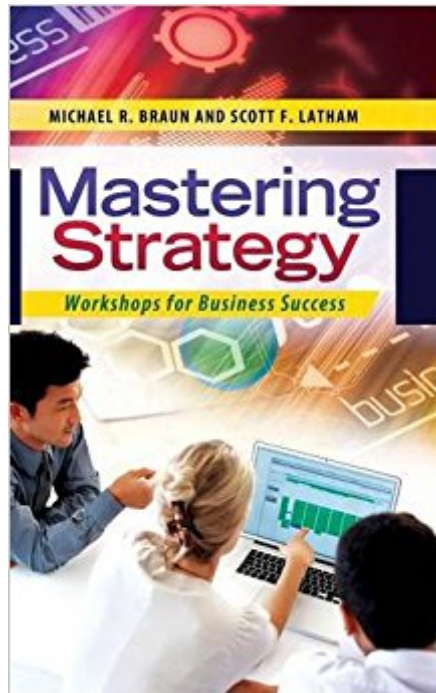




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Mastering Strategy: Workshops For Business Success



Synopsis

Fun to read yet full of powerful business information, this guide provides a comprehensive toolkit for crafting winning strategies in today's competitive environment.

- Presents the most effective and useful strategy concepts and frameworks in a condensed, easy-to-grasp and entertaining manner that anyone or any business can benefit from
- Provides many current and classic examples to show the application of the frameworks, making key concepts easy to understand
- Organizes information in a logical order where concepts presented in previous workshops provides the base for additional ideas or strategies, giving readers a synergistic, comprehensive picture of strategic challenges and opportunities
- Shows readers not just how to craft marketing strategy but also how to advocate for their strategic ideas

Book Information

Hardcover: 164 pages

Publisher: Praeger (January 27, 2014)

Language: English

ISBN-10: 1440829535

ISBN-13: 978-1440829536

Product Dimensions: 6.1 x 0.5 x 9.2 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #224,802 in Books (See Top 100 in Books) #200 in Books > Business & Money > Management & Leadership > Mentoring & Coaching #776 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #926 in Books > Business & Money > Management & Leadership > Systems & Planning

Customer Reviews

Michael R. Braun, PhD, is associate professor of management and the Poe Family Faculty Fellow at the University of Montana. Scott F. Latham, PhD, researches organizational decline, environmental turbulence, and innovation and consults with entrepreneurial organizations on business models, growth, and strategic positioning.

It really does a great job of boiling down some complex ideas into simple applications. Chapter 1's introduction of the idea of a strategy DNA - that is what your business' strategy is, was super helpful (for me anyways). The writing is excellent, very down to earth, not like most business books.

Clearly written and informative. An excellent introduction to using strategy concepts.

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