

## Mastering Strategy The Complete Mba Companion In Strategy Financial Times Mastering Series

This book is a review of the analytical methods required in most of the quantitative courses taught at MBA programs. Students with no technical background, or who have not studied mathematics since college or even earlier, may easily feel overwhelmed by the mathematical formalism that is typical of economics and finance courses. These students will benefit from a concise and focused review of the analytical tools that will become a necessary skill in their MBA classes. The objective of this book is to present the essential quantitative concepts and methods in a self-contained, non-technical, and intuitive way.

Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.

Linking various disciplines and management functions, Integrated Performance Management provides the reader with a concrete framework to manage organizations successfully. The authors do not isolate a single strategy to manage performance. Instead, the book focuses on a range of strategies providing the reader with an introduction to each one. The concepts under analysis were developed through intense dialogue with business managers. While maintaining academic rigour, Integrated Performance Management presents ideas that students will find relevant outside of the classroom. Postgraduate and MBA students in a range of areas including strategy, accounting, finance, operations management, marketing, leadership and human resource management will find this book useful.

If you want to be the best, you have to have the right skillset. From finance and strategy to leadership and marketing, THE ULTIMATE MBA BOOK is a dynamic collection of tools, techniques, and strategies for success. Discover the main themes and key ideas you need and bring it all together with practical exercises. This is your complete MBA course.

ABOUT THE SERIES ULTIMATE books are for managers, leaders, and business executives who want to succeed at work. From marketing and sales to management and finance, each title gives comprehensive coverage of the essential business skills you need to get ahead in your career. Written in straightforward English, each book is designed to help you quickly master the subject, with fun quizzes embedded so that you can check how you're doing.

Citing a disparity between the models taught in business schools and the practices of the real world, a business and marketing educator shares essential principles in such areas as sales and strategy and offers advice on making the most of every career stage.

Randal Wilson gives managers powerful insights and tools for structuring and managing any project based on business strategy and how that project will be used. Starting with project objectives, it demonstrates how to establish processes that optimally group actions at each stage of the project lifecycle -- thereby maximizing the likelihood of success.

Mastering Project Management Strategy and Processes is part of a new series of six cutting-edge project management guides for both working practitioners and students. Like all books in this series, it offers deep practical insight into the successful design, management, and control of complex modern projects. Using real case studies and proven applications, expert authors show how multiple functions and disciplines can and must be integrated to achieve a successful outcome. Individually, these books focus on realistic, actionable solutions, not theory. Together, they provide comprehensive guidance for working project managers at all levels, as well as indispensable knowledge for anyone pursuing PMI/PMBOK certification or other accreditation in the field.

A Brookings Institution Press Internet Policy Institute publication This volume contains detailed analyses of how the Internet revolution could bring economic benefits--primarily improved productivity and higher quality--in the eight sectors of the U.S. economy that collectively account for over 70 percent of the Gross Domestic Product (GDP): automobile manufacturing and sales, non-auto manufacturing, higher education and private-sector training, financial services, government, health care, retailing, and trucking.

'Anyone who has ever wished they attended a top-ten MBA school now has an alternative. Silbiger's The 10-Day MBA. It distills the basics of a top MBA programme. It's interesting, informative and certainly cheaper. I recommend it!' Tom Fischgrund, author of The Insider's Guide to the Top Ten Business Schools A business classic, The 10-Day MBA provides an invaluable guide for all the people who do not have the time or resources to take a full-time business degree, or who require a short revision aid.

Internationally acclaimed, this carefully structured and easy-to-read course will enable you to understand the concepts and jargon used in the business world without having to leave your desk. Here is your chance to become familiar with the key tools and theories taught at Harvard and Stanford and other leading business schools - in just ten days!

Certifications in project management are like birthdays: everybody has one. You need something more to distinguish yourself in this profession. This book is a practical guide for project and program managers who want to increase their skills by incorporating relevant theory, formulas, and tools from Master of Business Administration (MBA) curriculum. The book provides an overview of core classes taught in most MBA programs, but in a way that makes the material practical for project practitioners. Readers will learn new tools to improve critical decision making, formulas and techniques for making recommendations to leadership, and an assortment of theories for up leveling their project management skills.

Now totally revised -- the 3rd edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, including leadership, corporate ethics and compliance, financial planning, and real estate. This internationally acclaimed guide (more than 200,000 copies sold in the United States and around the world) distills the material of the most popular business-school courses taught at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Silbiger's research comes straight from the notes of real MBA students attending these top programs today. You will learn how to: Read and understand financial statements Develop effective and comprehensive marketing plans Understand accounting rules and methods Manage your relationship with your boss Develop corporate strategies Understand the present value concept Use quantitative techniques to evaluate projects Value stock, bond, and option investments Understand the

language of business law Master the most-used MBA jargon At the rate of one easy-to-understand chapter a day, this classic business book enables readers to absorb the material, speak the language, and acquire the confidence and experience needed to succeed in the competitive global business world of the twenty-first century.

Achieving excellence in the fast changing global scenario of business and world economic structure demands deeper insight into the quality management practices. To survive in this competitive and challenging global business arena one needs to adopt quality management strategies that incorporate the best global practices. An attempt has been made in the present book to focus on quality aspects and solutions that can enhance global business excellence.

Cutting edge thinking and best practice from the best brains at four of the world's top business schools. Everyone in business is involved in strategy. Whether it be formulating it or implementing it. Every business from Fortune 500 companies to internet start-ups is reliant on strategy for survival and success. Mastering Strategy brings you the latest thinking from the world's top international business schools. This rich mix of thought leadership covers all the top strategy issues, from mergers & acquisitions, risk, technology, and alliances, to knowledge, governance, globalization, and leadership. With contributors from among the world's top strategists, including C.K. Prahalad, Henry Mintzberg, John Kay, Noel Tichy, and W. Chan Kim, this book combines definitive new thinking with examples of leading corporate strategies. Strategy is everybody's business. Become a master of yours. SAID The Said Business School is the business school of the University of Oxford, and the newest department in one of the world's oldest universities. The school was established in 1998 through an initial £20m benefaction from Mr Wafic Said and matching funding from the University. It specializes in high level research into international business topics, including strategy, finance and corporate governance. The school also offers MBA, undergraduate and research degrees to an international student body.

INSEAD In just 40 years, INSEAD has grown from a modest European educational start-up to one of the world's leading business schools, with more than 650 MBAs, 5,500 executives and 40 PhDs from over 75 countries passing through its programs every year. Participants are taught by an internationally recognized faculty of 124 professors from 26 countries. The institute's extensive alumni network is present in 122 countries and represents more than 20,200 MBA and executive alumni. CHICAGO The University of Chicago Graduate School of Business is at the forefront of bringing a discipline-based approach to the study of business.

Chicago GSB is known for its world renowned faculty, which includes more Nobel Prize winners than any other business school. Chicago GSB is also known for its strength in a number of areas including strategy, finance, entrepreneurship, international business, general management, economics, accounting, marketing and its innovative MBA program, which has campuses in Barcelona, Singapore and Chicago. MICHIGAN In Business Week magazine's bi-annual survey of corporate executives, the University of Michigan Business School (UMBS) was rated the most innovative business schools in the United States. UMBS's MBA and undergraduate programs blend the school's unusual across-the-board academic prowess with intensive development of applied skills and capabilities for results-producing leadership. In addition to degree programs, the Executive Education Center at UMBS offers a wide range of public and customized programs for working executives. More than 5,000 people participate in these programs each year, both on the school's campus in Ann Arbor, Michigan, and in overseas locations.

Throughout the world, the rule against price fixing is competition law's most important and least controversial prohibition. Yet there is far less consensus than meets the eye on what constitutes price fixing, and prevalent understandings conflict with the teachings of oligopoly theory that supposedly underlie modern competition policy. Competition Policy and Price Fixing provides the needed analytical foundation. It offers a fresh, in-depth exploration of competition law's horizontal agreement requirement, presents a systematic analysis of how best to address the problem of coordinated oligopolistic price elevation, and compares the resulting direct approach to the orthodox prohibition. In doing so, Louis Kaplow elaborates the relevant benefits and costs of potential solutions, investigates how coordinated price elevation is best detected in light of the error costs associated with different types of proof, and examines appropriate sanctions. Existing literature devotes remarkably little attention to these key subjects and instead concerns itself with limiting penalties to certain sorts of interfirm communications. Challenging conventional wisdom, Kaplow shows how this circumscribed view is less well grounded in the statutes, principles, and precedents of competition law than is a more direct, functional proscription. More important, by comparison to the communications-based prohibition, he explains how the direct approach targets situations that involve both greater social harm and less risk of chilling desirable behavior--and is also easier to apply.

A totally revised new edition of the bestselling guide to business school basics The bestselling book that invented the "MBA in a book" category, The Portable MBA Fifth Edition is a reliable and information-packed guide to the business school curriculum and experience. For years, professionals who need MBA-level information and insight-but don't need the hassle of business school-have turned to the Portable MBA series for the very best, most up-to-date coverage of the business basics. This new revised and expanded edition continues that long tradition with practical, real-world business insight from faculty members from the prestigious Darden School at the University of Virginia. With 50 percent new material, including new chapters on such topics as emerging economies, enterprise risk management, consumer behavior, managing teams, and up-to-date career advice, this is the best Portable MBA ever. Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy. Every chapter is totally updated and seven new chapters have been added on vital business topics Includes case studies and interactive web-based examples Whether you own your own small business or work in a major corporate office, The Portable MBA gives you the comprehensive information and rich understanding of the business world that you need.

As the business context evolves more rapidly, driven by accelerating technological, political, and social change, an increasing strategic priority for business leaders is how to enact large-scale organizational change. Even companies that are current industry leaders are vulnerable to disruption. Company leaders need to watch over their shoulder for—and transform the company in anticipation of—the next disruption. Mastering the Science of Organizational Change summarizes the work of the BCG Henderson Institute and its fellows and ambassadors over several years to develop a more scientific approach to change. Hundreds of companies are analyzed in the book's discussion on how to beat the odds in large-scale change management using an evidence-based approach—a large-scale analysis of what approaches actually work in which circumstances. Part 1 of the book reviews the imperatives for self-disruption. The second part elaborates on how to manage the process of change. Finally, Part 3 discusses how organizations can take change to the next level.

Mastering Management 2.0 is a collection of the best writing from leading business thinkers at the world's top businesses and business schools in one stimulating and manageable collection.

International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy. To succeed in this challenging environment firms need a well-developed capability for sound strategic decisions. This comprehensive text provides an applied and integrated strategic framework for developing capabilities that lead to global success. Thoroughly classroom tested at five universities, it is designed to help readers achieve three essential objectives: --First, it provides intellectual and practical guidelines for students to execute goals and strategies that lead to meaningful and productive results. The book is packed with frameworks, cases, anchoring exercises, techniques, and tools to help readers emerge with a completed business plan after the last chapter. --Second, it focuses on strategy and how firms build competitive presence and advantages in a global context. A primary learning objective is to enable students and managers to understand and evaluate the major issues in strategy formulation and implementation in a global context. --Third, it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective. It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad. --In addition to core issues, each chapter presents frameworks, analytical tools, action-oriented items, and a real-world case--all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context.

Steven Silbiger has distilled the material of the ten most popular business schools in order to teach readers the language of business. At the rate of one easy-to-understand chapter a day, this book will enable readers to absorb the material, speak the language, and, most importantly, acquire the confidence and expertise needed to get ahead in the competitive business world. Insight into today's economic and financial problems comes, in this revealing book, from an understanding of how and why the practice and the teaching of management has developed as it has. Gordon Pearson, who has spent equal parts of his long career as a practising manager and a management educator, clarifies through rigorous historical review the difficult issues around management with which we struggle today, such as why management custom and practice so often lead to contravention of the law. Pearson reviews how management became a practice and body of understanding, the development of its crucial role in economic progress, and then how its corruption came about as a result of malign theory, leading to the dominance of the bonus payment culture and short term deal-making that plague us today. Understanding management's past, suggests Pearson, will help its improvement for the future. Contributing to that understanding, this challenging book sheds light on how management might be renewed and on the benign role it could play if freed from the restraints of inappropriate economic theory. This book is not just a history or a sociological analysis of management. It gives a broad, practically informed, critical view of the subject that will be welcomed by any reader with a professional or an academic interest in practice, theory, and context.

A radical new management model for twenty-first century leaders Organizations today face a crisis. The crisis is of long standing and its signs are widespread. Most proposals for improving management address one element of the crisis at the expense of the others. The principles described by award-winning author Stephen Denning simultaneously inspire high productivity, continuous innovation, deep job satisfaction and client delight. Denning puts forward a fundamentally different approach to management, with seven inter-locking principles of continuous innovation: focusing the entire organization on delighting clients; working in self-organizing teams; operating in client-driven iterations; delivering value to clients with each iteration; fostering radical transparency; nurturing continuous self-improvement and communicating interactively. In sum, the principles comprise a new mental model of management. Author outlines the basic seven principles of continuous innovation The book describes more than seventy supporting practices Denning offers a rethinking of management from first principles This book is written by the author of *The Secret Language of Leadership*—a Financial Times Selection in Best Books of 2007.

Is this blue book more valuable than a business degree? Most people enter their professional careers not understanding how to grow a business. At times, this makes them feel lost, or worse, like a fraud pretending to know what they're doing. It's hard to be successful without a clear understanding of how business works. These 60 daily readings are crucial for any professional or business owner who wants to take their career to the next level. New York Times and Wall Street Journal bestselling author, Donald Miller knows that business is more than just a good idea made profitable – it's a system of unspoken rules, rarely taught by MBA schools. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Even if you had the time, access, or money to attend a Top 20 business school, you would still be missing the practical knowledge that propels the best and brightest forward. However, there is another way to achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals. Donald Miller learned how to rise to the top using the principles he shares in this book. He wrote *Business Made Simple* to teach others what it takes to grow your career and create a company that is healthy and profitable. These short, daily entries and accompanying videos will add enormous value to your business and the organization you work for. In this sixty-day guide, readers will be introduced to the nine areas where truly successful leaders and their businesses excel: Character: What kind of person succeeds in business? Leadership: How do you unite a team around a mission? Personal Productivity: How can you get more done in less time? Messaging: Why aren't customers paying more attention? Marketing: How do I build a sales funnel? Business Strategy: How does a business really work? Execution: How can we get things done? Sales: How do I close more sales? Management: What does a good manager do? *Business Made Simple* is the must-have guide for anyone who feels lost or overwhelmed by the modern business climate, even if they attended business school. Learn what the most successful business leaders have known for years through the simple but effective secrets shared in these pages. Take things further: If you want to be worth more as a business professional, read each daily entry and follow along with the free videos that will be sent to you after you buy the book.

**DISCOVER THE FUTURE OF BUSINESS** In *Turning the Future into Revenue*, Glen Hiemstra, founder of Futurist.com and noted expert on emerging business opportunities, explores how our changing world will transform private enterprise and public policy. From shifting demographics to global warming to new energy policies, change is coming. *Turning the Future into Revenue* shows how these new realities can be turned into profitable new ventures. Some of the topics Hiemstra discusses include: Five long-term trends you should be prepared for Global warming and the urgent need for green business Profiting from technology and energy trends Predicting the future of your business or career Hedging your bets on future business Ten key practices of the future-oriented enterprise Future planning exercises, tools, and activities Tactics for forecasting the future Shaping your career for future success

Globalisation. What exactly does it mean for you? Drawing on their extensive experience of internationalisation and globalisation in practice, the authors focus on the obstacles faced by companies making the transition from local champions to global masters and

provide a simple but structured framework to think about how it will affect your business. Examining the mistakes and successes of real companies the book links questions regarding if and how companies should internationalize, the opportunities, challenges and threats and the strategic framework and tools for thinking about internationalization.

Strategic Management (2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and internal analyses.

How smart companies are opening up strategic initiatives to involve front-line employees, experts, suppliers, customers, entrepreneurs, and even competitors. Why are some of the world's most successful companies able to stay ahead of disruption, adopting and implementing innovative strategies, while others struggle? It's not because they hire a new CEO or expensive consultants but rather because these pioneering companies have adopted a new way of strategizing. Instead of keeping strategic deliberations within the C-Suite, they open up strategic initiatives to a diverse group of stakeholders—front-line employees, experts, suppliers, customers, entrepreneurs, and even competitors. Open Strategy presents a new philosophy, key tools, step-by-step advice, and fascinating case studies—from companies that range from Barclays to Adidas—to guide business leaders in this groundbreaking approach to strategy. The authors—business-strategy experts from both academia and management consulting—introduce tools for each of the three stages of strategy-making: idea generation, plan formulation, and implementation. These are digital tools (including strategy contests), which allow the widest participation; hybrid digital/in-person tools (including a “nightmare competitor challenge”); a workshop tool that gamifies the business model development process; and tools that help companies implement and sustain open strategy efforts. Open strategy has an astonishing track record: a survey of 200 business leaders shows that although open-strategy techniques were deployed for only 30 percent of their initiatives, those same initiatives generated 50 percent of their revenues and profits. This book offers a roadmap for this kind of success.

The best minds in business—at your service MBA in a Box brings together some of the best brains in business who show how the core curriculum of an MBA program works in the real world. People like Michael Porter, Rosabeth Moss Kanter, Adrian J. Slywotzky, Warren Bennis, and Bill George give you a box full of ideas and tools that can boost your career and help you add value to your organization. For example:

- Why finance is not just about manipulating numbers but of immense importance in sustaining growth, building widespread wealth, and creating jobs.
- The profit zone and how to tell if a business is in one.
- The skill of turning an idea or invention into a product that solves a problem for a market.
- Merging the need of business to produce and grow with the environment so they are both sustained.
- The latest thinking in marketing about branding, pricing, reversing a product's life cycle, and turning what has become a commodity into a specialty.
- And much more.

The three papers in Volume 17 report new theory and in-depth descriptions of interfirm network behavior. Each paper includes extensive reviews of the relevant literature on interfirm network behavior as well as data analysis using empirical positivistic and/or case study research methods.

#### EBOOK: ENTREPRENEURSHIP

How should you grow your organization? It's one of the most challenging questions an executive team faces—and the wrong answer can break your firm. The problem is most firms' growth strategies emphasize just one type of growth—some focus on organic growth, others on M&A. When these strategies falter, the common response is simply to try harder—but firms falling into this “implementation trap” usually end up losing out to a competitor whose approach is more inclusive. So where do you start? By asking the right questions, argue INSEAD's Laurence Capron and coauthor Will Mitchell, of the Rotman School of Management at the University of Toronto and Duke University's Fuqua School of Business. Drawing on decades of research and teaching, Capron and Mitchell find that a firm's aptitude for determining the best resource pathways for growth has a defining impact on its success. They've come up with a helpful framework, reflecting practices of a variety of successful global organizations, to determine which path is best for yours. The resource pathways framework is built around three strategic questions:

- BUILD: Are your existing internal resources relevant for developing the new resources that you have targeted for growth?
- BORROW: Could you obtain the targeted resources via an effective relationship with a resource partner?
- BUY: Do you need broad and deep relationships with your resource provider?

Written for large multinationals and emerging firms alike, Build, Borrow, or Buy will help solve a perennial question and will guide you through change while priming your organization for optimal growth.

This volume analyzes the way the Internet will affect market structure and pricing models in several major industries: personal computers, semiconductors, wireless telephones, food, textiles and apparel, and hearing instruments, among others.

Who needs a mountain of debt? Each year, the nation's top business schools are flooded with applications from people eager to pursue their MBA dreams. But those aspirations come at a steep price. According to U.S. News and World Report, the average debt load for graduates of NYU's Stern School of Business, MIT's Sloan School of Management, and other top business schools exceeds \$100,000. Like most, author Laurie Pickard couldn't shoulder that. But she faced a dilemma: despite two degrees and a Peace Corps stint, she needed a business education to land her dream job in international development. She decided to take her education into her own hands, and found that some of those same prestigious business schools offer MOOCs (massive online open courses) for low or even no cost. By picking the right classes from the best schools, she gained the skills-without all the debt. In Don't Pay for Your MBA, Pickard shows self-starters, career changers, and budding entrepreneurs how to navigate the expanding universe of online education. Building on her popular No-Pay MBA blog, Pickard reveals how to: Define your goals and tailor a curriculum that works

for you \* Master the language of business \* Build a strong network \* Choose a concentration and deepen your expertise \* Showcase your nontraditional education in a way that attracts offers Self-directed learning fills gaps in your training, positions you for promotions, and opens up new opportunities. Why pay exorbitant tuition when you can MOOC your way to success?

Practical ideas from the best brains in Business A sharp, jargon-free guide to the core curriculum of an MBA program, *MBA in a Book* shows how to master the big ideas of business and use them in a practical way to build and enhance career success. "In the world of business, ideas matter. . . . Some of the sharpest minds in the business world give perceptive looks into innovation, marketing, finance, strategy, and leadership, providing stimulating, useful perspectives on these core topics." —Larry Bossidy, retired chairman and CEO of Honeywell International and coauthor of *Execution: The Discipline of Getting Things Done* Great business thinkers such as Michael Porter, Rosabeth Kanter, and Bill George of Harvard Business School; Paul Argenti of the Tuck School at Dartmouth; Jeffrey Sonnenfeld of Yale; Peter Senge of MIT; the entrepreneur and inventor Dean Kamen; and the financial innovator Michael Milken are just a few of the best brains in business, providing the intellectual nourishment that will help you play the game of business at the highest level. *Mastering Business for Strategic Communicators* provides strategic communication students and professionals with expert insights on the various major business functions and areas from an assemblage of top strategic communication leaders.

*Mastering Digital Marketing: Maximizing Your Marketing Strategy to Reach Ideal clients* is the ideal guide for you if you are just about to bring your business into the digital age. The book explains the effectiveness of marketing your business online and covers all aspects of the perfect digital marketing strategy. This book explains how we did it, and how you can do it too. You'll Learn: \* How to bring your business into the digital age easily and effectively. You will also gain a deeper insight into why marketing your business online is essential to your success. \* How to identify your target audience, build trust, the power of testimonials, establishing credibility, building relationships, and how to write the perfect call-to-action. \* How to view your business in a different way. The tips in the book will enable you to elevate your brand to where you want it to be. \* How to develop the perfect online marketing strategy. You will become adept at combining your traditional marketing strategy with your new online strategy for fantastic results. About the Author Michael Cohn founded CompuKol Communications to help small businesses and entrepreneurs increase their visibility, reputation, trustworthiness and credibility online. At CompuKol Michael consults, creates, and implements communication strategies for small businesses to monopolize their markets with a unique business voice, vision, and visibility. Michael has over 30 years of experience in IT and web technologies. His expertise includes social media marketing strategies; Internet marketing; web presence design; business analysis; project management; management of global cross-matrix teams; systems engineering and analysis, architecture, prototyping and integration; technology evaluation and assessment; systems development; performance evaluation; and management of off-shore development.

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

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