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Career Press, United States, 2016. Paperback. Book Condition: New. 210 x 133 mm. Language: English . Brand New Book. Too many companies limit their strategic thinking by focusing on what they already know how to do. Executives are expected to set concrete objectives and create detailed, step-by-step plans to reach them. This approach may satisfy short-term considerations like quarterly earnings reports, but it produces modest innovation and evolutionary development at best. As a result, the business can find itself in...

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- Authored by Scott Cochrane
- Released at 2016



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