



# Thinkers 50 Strategy: The Art and Science of Strategy Creation and Execution: What Every Executive Needs to Know to Chart the Future of Their Business

By Stuart Crainer, Des Dearlove

McGraw-Hill Education - Europe, United States, 2014. Paperback. Book Condition: New. 211 x 140 mm. Language: English . Brand New Book. The World's Leading Business Minds on Today's Most Critical Challenges. Featuring W.Chan Kim, Renee Mauborgne, Rita McGrath, Richard D Aveni, Gary Hamel, Chris Zook, Pankaj Ghemawat, and others. Thinkers50 creates its own honor society as an authoritative ranking of the most influential business thinkers on earth. (). The ability to strategize is one of the most vital talents of any manager - whether you run your own business, manage a small department, or sit at the helm of a global corporation. And the more competitive business gets, the more important clear, creative strategic thinking is. Revealing breakthrough concepts from today's most innovative business minds, Thinkers50 Strategy helps you seize the competitive edge by arming you with the very latest thinking in business strategy. Stuart Crainer and Des Dearlove, creators of Thinkers50, begin by tackling the foundational question What is strategy? using the ideas and concepts of thought leaders from the Thinkers50 list. From there, they provide unparalleled insight into modern strategic management in easy-to-understand language. Chapters include: Understanding Competitive; Advantage Hyper competition and Beyond; Exploring Blue...



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