



Strategic Management Simplified: What Every Manager Needs to Know about Strategy and How to Manage It

By Sidney L Barton, Dr Sidney L Barton

iUniverse, United States, 2010. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****. I have gone to school on his research and have found his model to be a malleable process that is readily shaped to incorporate new concepts and ideas. This durability is testament to the value of Sid's work. -Don Bowers, Former CEO, Makino, Inc. Strategic Management Simplified is a handbook that is designed to help the reader achieve a critical balance so rare in business - keeping your actions tied to your strategy, making decisions with a reasonable amount of assessment, and doing both in a real time way which allows you to adjust to changing business conditions. The author uses the term strategic management versus strategic planning because the term plan implies a static (or point in time) exercise, while the term management suggests interaction and responsiveness to dynamic context. All kinds of plans can be developed to lead action, but they should be based on a strategy for the organization. The challenge is to actually manage the organization's strategy over time and to think strategically as you are doing it. This book provides...



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