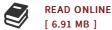




## Managing Strategy: Your guide to getting it right

## By CMI Books

Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, Managing Strategy: Your guide to getting it right, CMI Books, Managing Strategy provides a series of checklists designed to help managers get to grips with analysing their organisations and developing and implementing strategic plans and options. It covers a range of topics, including: Understanding organisational culture Performing SWOT and PEST analyses Researching new markets Corporate mission and values Setting objectives Performance measurement and balanced scorecard Strategic options The combination of action-oriented checklists and handy pen-portrait profiles of key thinkers, including Charles Handy, Henry Mintzberg and Michael Porter, will help you master the crucial skills you need to further your career as a manager.



## Reviews

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