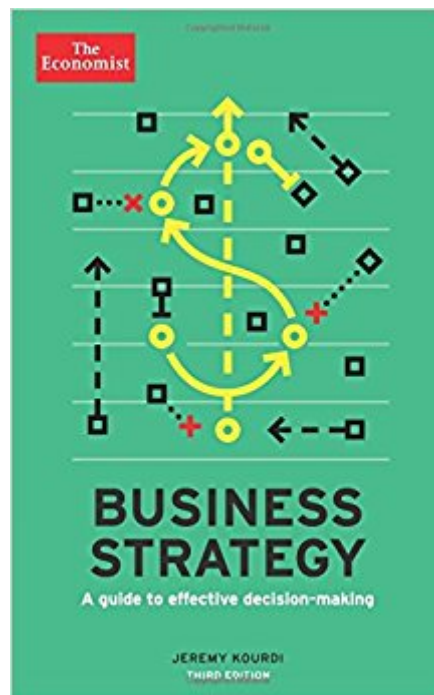




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# Business Strategy: A Guide To Effective Decision-making (Economist Books)



## Synopsis

The effectiveness of a good strategy well implemented determines a business' future success or failure. Yet history is full of strategic decisions, big and small, that were ill-conceived, poorly organized and consequently disastrous. This updated guide looks at the whole process of strategic decision-making, from vision, forecasting, and resource allocation, through to implementation and innovation. Strategy is about understanding where you are now, where you are heading and how you will get there. There is no room for timidity or confusion. Although the CEO and the board decide a company's overall direction, it is the managers at all levels of the organization who will determine how the vision can be transformed into action. In short, everyone is involved in strategy. But getting it right involves difficult choices: which customers to target, what products to offer, and the best way to keep costs low and service high. And constantly changing business conditions inevitably bring risks. Even after business strategy has been developed, a company must remain nimble and alert to change, and view strategy as an ongoing and evolving process. The message of this guide is simple: strategy matters, and getting it right is fundamental to business success.

## Book Information

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## Customer Reviews

Jeremy Kourdi is a business consultant and executive coach, founding director of the executive coaching firm Entendeo Ltd, and the author of twenty-five books. Formerly senior vice president with

The Economist, he has also worked with a wide range of organizations including The Economist Group, Duke Corporate Education, HSBC, Novartis, Pearson, Tetra Pak, Zurich/Farmers Insurance, the IMD Business School and London Business School. He also has an M.A. in International Relations from the University of Kent.

A very good general overview of strategy. If you have a lot of experience in strategic thinking and strategic planning, this is a nice refresher and reminder about the fundamentals. If you do not have a lot of experience this is a wonderful book to help you better understand business strategy. I would consider this a very good book for learning about strategy.

The Economist consistently puts out nice practical guides on several subjects, many relating to business. This is not meant to be the last word on business strategy. However, it is a nice practical overview on how to approach strategy from an organizational perspective.

Goo overall look at business strategy, learned a lot from the book, and considering the engineering world have not really had the chance to understand it before now.

Great practical work, particularly useful inter terms of critical questions. useful in day-2-day strategy work.

An excellent up-to-date review of business strategy. Will jog your thinking.

Well-thought out content and thoroughly researched information. I wish all business books lived up to the same standard.

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