



Strategy Express (2nd Revised edition)

By John Middleton, Bob Gorzynski

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Strategy Express (2nd Revised edition), John Middleton, Bob Gorzynski, Strategy Express is the fast track route to mastering the essential aspects of strategy. It covers all the fundamentals of successful strategy, from developing a compelling vision to knowing your customers, and from fostering creativity to making it happen. It gives examples and lessons from benchmark companies, including Sony, eBay, Tesco, and Apple, as well as ideas from the smartest thinkers in the strategy field. It includes a glossary of key concepts and a comprehensive resources guide. Strategy Express lays bare a complex and commonly misunderstood subject so you can master the concepts and apply the thinking fast.

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