



Demystifying Strategic Thinking: Lessons from Leading CEOs

Tony Grundy

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Creating a successful strategy, and the process of strategic thinking, is key to the growth plans of all businesses. But how do business leaders engage with, define and manage this process? And what do today's most successful CEOs consider to be the key components of creating a successful strategy? Using unique and original interviews with 6 top business leaders, Tony Grundy examines the key components of successful strategizing, from analysis versus synthesis, competitive strategy, economic values, and overcoming strategic constraints. Using examples from the manufacturing, retailing, services and trading industries, the book provides a strategy system for every business leader, and helps managers to develop and implement a winning strategy for their organization.

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