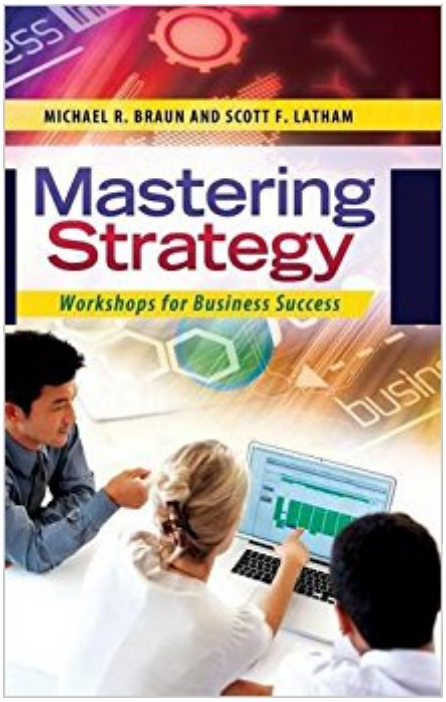
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Mastering Strategy: Workshops For Business Success



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Synopsis

Fun to read yet full of powerful business information, this guide provides a comprehensive toolkit for crafting winning strategies in today’s competitive environment.Ã¢â ¬Â¢ Presents the most effective and useful strategy concepts and frameworks in a condensed, easy-to-grasp and entertaining manner that anyone or any business can benefit fromÃ¢â ¬Â¢ Provides many current and classic examples to show the application of the frameworks, making key concepts easy to understandÃ¢â ¬Â¢ Organizes information in a logical order where concepts presented in previous workshops provides the base for additional ideas or strategies, giving readers a synergistic, comprehensive picture of strategic challenges and opportunitiesÃ¢â ¬Â¢ Shows readers not just how to craft marketing strategy but also how to advocate for their strategic ideas

Book Information

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Customer Reviews

Michael R. Braun, PhD, is associate professor of management and the Poe Family Faculty Fellow at the University of Montana. Scott F. Latham, PhD, researches organizational decline, environmental turbulence, and innovation and consults with entrepreneurial organizations on business models, growth, and strategic positioning.

It really does a great job of boiling down some complex ideas into simple applications. Chapter 1’s introduction of the idea of a strategy DNA - that is what your business’ strategy is, was super helpful (for me anyways). The writing is excellent, very down to earth, not like most business books.

Clearly written and informative. An excellent introduction to using strategy concepts.

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