



Strategy Genius: 40 Insights From the Science of Strategic Thinking (Paperback)

By Richard Jones

Hodder Stoughton General Division, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. The fast-track MBA in strategyImagine having instant access to the world's smartest thinking on strategy - and being shown exactly what to do to guarantee that you get your own strategy right, every time. Strategy Genius makes it easy to apply what researchers know about strategic thinking to the real world. 40 chapters based on hundreds of cutting-edge business and psychology research projects reveal what works and what doesn't work in strategy. Each of the 40 chapters is a mini-masterclass in strategic thinking, explaining the research and showing you how to apply it for yourself. In business, conventional wisdom often says one thing while research says another. Strategy Genius cuts through the noise to bring you proven research and techniques for applying it that will simply make you a better strategist. Quick to read and intensely practical, this book will bring a little strategy genius into your day. Strategy is one of those topics that many people talk about without having much idea what they mean. Richard Jones is one of the exceptions. A very good book; I recommend it strongly Peter Hiscocks, CEO...



READ ONLINE
[9.49 MB]

Reviews

It is an remarkable pdf that I actually have actually read. It really is packed with knowledge and wisdom I am very happy to tell you that this is the finest ebook i actually have go through during my very own life and may be he very best book for actually.

-- Hailey Jast Jr.

It in a of my personal favorite ebook. It is probably the most awesome publication i have read through. You wont really feel monotony at anytime of the time (that's what catalogs are for regarding in the event you check with me).

-- Juliet Kertzmann