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Systems Thinking Strategy: The New Way to Understand Your Business and Drive Performance (Hardback)

By Jimmy Brown PhD

iUniverse, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Dr. Brown s thesis not only makes sense, but his identification of the sense-making processes that yield strategic decisions is profound, and it can be used both internally as a planning approach, and as a tool for competitive analysis. And he has the research to back up his insights. STS is truly an operating system for 21st century business. Jonathan Salem Baskin, author, Tell The Truth: Honesty is Your Most Powerful Marketing Tool, Branding Only Works on Cattle Dr. Brown has accomplished a rare feat with his book-he has taken the overused and often misunderstood notion of organizational strategy and provided a clear and practical definition coupled with a pragmatic model grounded in systems thinking that offers a potential roadmap for firms to better leverage their organic capabilities and gain a competitive advantage in the business landscape. The book reads well and can be readily utilized by planners and leaders in today s workplace. Tim Goody, PhD Senior Vice President Human Resources Fortune 100 Company Dr. Brown provides a very insightful analysis of what it takes to formulate a successful organizational strategy...



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