



## FT Guide to Strategy: How to create, pursue and deliver a winning strategy (Paperback)

By Richard Koch

Pearson Education Limited, United Kingdom, 2011. Paperback. Condition: New. 4th New edition. Language: English . Brand New Book. YOUR COMPLETE GUIDE TO STRATEGY. PLAIN AND SIMPLE. The FT Guide to Strategy is your unbeatable reference on strategy. It offers an incisive overview of both corporate level and business unit level strategy, an A to Z of the world s leading strategic thinkers and introduces the key strategic tools and techniques you need to develop your own strategy. In one engaging read it leads you through each critical step in creating, delivering and understanding successful strategy. This is the smartest and most readable strategy guide available anywhere.



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