



## How to Plan and Execute Strategy

By John Colley

McGraw-Hill. Paperback. Condition: New. 128 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. Strengthen your competitive advantage with a flawless corporate strategy. How to Plan and Execute Strategy provides you with 24 practical steps for creating, implementing, and managing market-defining, growth-driving strategies. Encompassing every stage of the strategic process, this tactic-filled handbook shares exactly what you need to know in order to: Define your businesses Know your market Understand your opportunities and threats Set feasible goals and objectives Create the strategies to achieve your objectives Identify and set priorities Write your business plan Get the right people Communicate the strategy and obtain commitment Integrate across functions Execute with discipline Monitor results, evaluate, and react Every successful company has benefited from an excellent corporate strategy. With the proven techniques in this portable, hands-on guide, your business will reap the same rewards. How to Plan and Execute Strategy shows how to get a leg up on your competition and sustain your lead for the long run. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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