



Mastering Strategy: Insights from the World's Greatest Leaders and Thinkers (Hardback)

By Jeffrey Rigsby, Guy Greco

McGraw-Hill Education - Europe, United States, 2003. Hardback. Condition: New. Language: English . Brand New Book. This book provides competitive strategies of Wal-Mart, McDonald's, Nike, and more. It shows how top global organizations use strategy to attain competitive excellence. To create and maintain a razor-sharp competitive edge, your firm needs strategy that is both creative and practical. The problem is that rapid technological change, increased global competition, and greater customer sophistication have made formulating and executing such strategy more difficult than ever before. Mastering Strategy shows you how today's most consistently competitive corporations gather, manage, and synthesize strategic information, then transform that information into action. This frontline review of strategic best practices examines today's top case studies, articles, and interviews to provide you with: market-proven strategic approaches of corporations from Dell to Proctor and Gamble; first-hand insights from Bill Gates, Ray Kroc, Sam Walton, and other top CEOs; analyses of thought leaders including Warren Bennis, Peter Drucker, Philip Kotler, and others. Because one person or resource cannot possibly have all the answers to today's most common strategic dilemmas, Mastering Strategy invites everyone to the table. The resulting book goes straight to the source - the companies and...



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