



Be Your Own Strategy Consultant: Demystifying Strategic Thinking

Tony Grundy, Laura Brown

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What is strategic thinking? What is its real value? What happens if we don't do it? How can it advance your career? The answers to these questions can be found in this accessible book which guides readers through the complex maze of strategic thinking. This comprehensive book explains in clear terms exactly why strategy matters and how best to translate strategic ideas into reality, allowing managers to become strategy consultants. Written by two experienced strategy consultants, this easily digestible guide uses examples from contemporary business to define strategy and show how to make it count. This is essential reading for any manager who needs to get to grips with strategy and strategic thinking, and will also be especially useful reading for MBA students and those undertaking MBA projects.

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