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Autore	Schmidt Terry
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Nota di contenuto	pt. 1. Are you strategic? -- pt. 2. Mastering the four critical strategic questions -- pt. 3. Putting the concepts into action.
Sommario/riassunto	When Fortune Magazine estimated that 70% of all strategies fail, it also noted that most of these strategies were basically sound, but could not be executed. The central premise of Strategic Project Management Made Simple is that most projects and strategies never get off the ground because of adhoc, haphazard, and obsolete methods used to turn their ideas into coherent and actionable plans. Strategic Project Management Made Simple is the first book to couple a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives. S