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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Sommario/riassunto	A practical approach to strategy that demands logical thinking, rather than high level mathematics, in order to put theory into practice. Practical Strategy is ideal for both practitioners and students of Strategy and Decision Science. It offers coherent guidance to combat potentially diverse and complex strategic decisions. The book's uniqueness is its ability to approach a broad range of strategic questions with a pragmatic set of tools and techniques that demand logic rather than high level mathematics. An exciting range of worked examples and a running case study help students visualise strategic uncertainties and ensure they see the practical relevance of the techniques suggested.