

1. Record Nr.	UNINA9910154762003321
Autore	Dalton Chris
Titolo	Brilliant strategy for business : how to plan, implement and evaluate strategy at any level of management / / Chris Dalton
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2016] ©2016
ISBN	1-292-10787-1 1-292-10786-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (1 volume) : illustrations
Collana	Brilliant
Disciplina	658.4012
Soggetti	Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Title Page -- Copyright -- Contents -- About the author -- Acknowledgements -- Introduction -- How the book is organised -- part 1 Getting to grips with strategy -- 1 How to be a brilliant business strategist -- 2 Strategic issues -- 3 Strategic directions -- part 2 Business level strategy -- 4 Finding competitive advantage -- 5 Strategy as learning and innovation -- 6 Strategy, day to day -- 7 How to lead, implement change and evaluate strategy -- part 3 Strategic thinking in a changing world -- 8 The purpose and future of strategy -- 9 How to break the rules of strategy -- Epilogue -- Further reading -- Twenty prominent strategists -- Index.
Sommario/riassunto	In Business, strategy is king. Leadership and hard work are all very well and luck is mighty useful, but it is strategy that makes or breaks a business, organisation or team. Of course, it is easier to talk a good strategic game than it is to execute one. This book will help you turn your words into effective and successful actions.