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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Difference Between Goal, Strategy, Tactics and Execution -- The Implementation Dilemma -- The Quintessence of Implementation Success – Concept Development -- Method Cancer – Diagnosis, Elimination and Avoidance -- How Not to Be Confused – Mastering Complexity -- The Million Dollar Question – What About Integration? -- Staying on the Ball – Consistency Instead of Severity -- Moving Up a Gear – Implementation Gravitation and Implementation Excellence -- Overview – Quick Steps to Accelerate Implementation -- Appendix.
Sommario/riassunto	Current technological, demographic and globalization trends are not only leading to intensified competition; they also indicate that new business models are rapidly emerging, but only to disappear again just as quickly. Timely recognition of the new changes, jettisoning of old approaches, and rapid implementation of the currently required changes within a company are now decisive competitive factors. Those who best survive (and thrive) in the future will be those who dramatically increase their success rate within this change process. Building on his best-selling book 'The Strategy Scout' Matthias Kolbusa

explains the decisive principles in this rapidly changing business environment.
