

1. Record Nr.	UNINA9910151656803321
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Titolo	How to think strategically : your roadmap to innovation and results // Davide Sola and Jerome Couturier
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2014] ©2014
ISBN	0-273-78883-3 0-273-78884-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (281 pages) : illustrations
Disciplina	658.4/012
Soggetti	Strategic planning Creative ability in business Critical thinking Thought and thinking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages 237-243) and index.
Nota di contenuto	Cover -- Contents -- About the authors -- Acknowledgements -- Publisher's acknowledgements -- Introduction -- Part 1 Strategic know-how -- 1 What is strategy? -- What strategy is - and what it isn't -- The key elements of strategy -- 2 What is strategic thinking? -- What is thinking? -- What is strategic thinking? -- What does it take to think strategically? -- 3 Turning strategic thinking into strategy -- The link between learning and strategic thinking -- How to maximise strategic learning -- 4 What is business strategy? -- The importance of competitive advantage -- How do you create competitive advantage? -- Part 2 The strategic planning process -- 5 Managing the invisible hand -- What is the invisible hand? -- Where does corporate culture come from? -- How does it become visible? -- How can you manage it? -- 6 Assessing the current situation -- Are you in the right place? -- Do you have a competitive advantage? -- Where does superior value creation come from? -- 7 Identifying the core challenges -- How to identify challenges -- How to validate challenges -- How to select core challenges - the importance of trade-offs -- Defining what success will look like - strategic objectives and strategic guidelines -- 8 Solving the

core challenges -- Reducing the complexity of the core challenge --
Developing potential solutions -- Practical tools for generating
solutions -- Selecting the best potential solutions -- Timing initiatives
-- 9 Reducing uncertainty -- Experimenting to reduce uncertainty --
Phase 1: Stating the underlying assumptions -- Phase 2: Testing
assumptions about value -- Phase 3: Testing assumptions about
growth -- Phase 4: Testing assumptions about sustainability --
Ongoing testing and learning -- 10 Managing execution -- A will to act
-- A coordinated approach -- Setting the scene -- Launching and
spreading change.
Accelerating the speed of change -- Glossary: Key concepts and
definitions -- Sources and further reading -- Index.

Sommario/riassunto

Discover how to become an effective strategic thinker. Some people seem to achieve the best results, again and again. Is it luck? Or is it strategy? How to Think Strategically equips you with the skills you need to make the best decisions and develop a powerful strategic mindset. This hands-on guide tackles both the thinking and the doing, helping you develop a robust strategic plan. It offers a six-step framework that addresses key questions, including: Which core challenges do I need to overcome? How do I manage uncertainty and risk? How do I execute my business strategy? Visit www.howtothinkstrategically.com for the accompanying app and the 'Strategic Thinking Manifesto'.

2. Record Nr.	UNINA9910817966303321
Titolo	La Lengua, ¿patria Comun? : Ideas e Ideologias Del Espanol // Jose del Valle (editor)
Pubbl/distr/stampa	Madrid ; ; Frankfurt am Main : , : Iberoamericana : , : Vervuert, , [2007] ©2007
ISBN	3-95487-874-7
Descrizione fisica	1 online resource (201 p.)
Collana	Lengua y Sociedad en el Mundo Hispánico ; ; 17
Disciplina	306.440946
Soggetti	Language policy - Spain Spanish language - Political aspects - Spain
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Contiene indice.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Front matter -- Índice -- Agradecimientos -- Prefacio -- Glotopolítica, ideología y discurso: categorías para el estudio del estatus simbólico del español / Valle, José del -- La lengua, patria común: la hispanofonía y el nacionalismo panhispánico / Valle, José del -- De la lengua del mestizaje al mestizaje de la lengua: reflexiones sobre los límites de una nueva estrategia discursiva / Fernández, Mauro -- La RAE y el español total. ¿Esfera pública o comunidad discursiva? / Valle, José del -- La lengua como recurso económico: Español S. A. y sus operaciones en Brasil / Valle, José del / Villa, Laura -- La autoridad lingüística del español y las ideologías de la autenticidad y el anonimato / Woolard, Kathryn A. -- Ideologías de la lengua española: realidad y ficción / López García, Ángel -- Por una reconstrucción de la idea de la lengua española. Más allá de las fronteras instituidas / Fernando Lara, Luis -- Obras citadas -- Sobre los colaboradores
Sommario/riassunto	A través del análisis de las políticas orientadas a la difusión del idioma, el volumen desvela cuál es la naturaleza de las disputas en torno al estatus simbólico del idioma español. Reimpresión de la edición publicada en 2007.