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Nota di contenuto	About the author; Contents; List of illustrations; Introduction; ONE A taster of the gurus; TWO Key strategic concepts; THREE The business strategy gurus; FOUR Champney's health resort and the business strategy gurus; FIVE Marks & Spencer and the business strategy gurus; SIX Checklists for managing strategy; SEVEN Conclusion - gurus and the future; References
Sommario/riassunto	A guide to the world's most important writers on business strategy. It summarizes all the key concepts and the contribution of each of the leading thinkers in the field, with pros and cons of each theory. It also provides a series of checklists to aid the development of business strategies.