

1.	Record Nr.	UNISALENTO991003983649707536
	Autore	Pedicchio, Maria Cristina
	Titolo	Il tutorato nelle università europee / [a cura di Maria Cristina Pedicchio e Isabella Fontana]
	Pubbl/distr/stampa	[S.l. : s.n.] (Trieste : Servizio Tipo Editoriale di Ateneo), 2000
	Descrizione fisica	222 p. : ill. ; 24 cm.
	Altri autori (Persone)	Fontana, Isabella
	Disciplina	378.4
	Soggetti	Università - Europa
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910940246503321
	Autore	Cummings Stephen
	Titolo	Strategy Builder [[electronic resource] ] : How to create and communicate more effective strategies
	Pubbl/distr/stampa	Hoboken, : Wiley, 2015
	ISBN	1-119-16669-1 1-118-70716-8
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (259 p.)
	Altri autori (Persone)	AngwinDuncan
	Disciplina	658.4/012
	Soggetti	Management Strategic planning Success in business Business & Economics Management Theory
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.

Strategy Builder: How to create and communicate more effective strategies; Contents; Strategy Builder Team; Part One The Concept; The clue in the corner; Opportunities for a New Way of Developing Strategy; 5. The need for a third way between the oversimplicity of PowerPoints and the overcomplication of the typical strategic plan; 4. A need to reduce the distance or separation between managers and other stakeholders; 3. An opportunity to seek other ways to convey complex ideas and possibilities  
2. Recognizing that what they teach in business school can, and should, change to embrace forgotten and new insights  
1. An opportunity to find a way through the framework and idea overload and inertia; Seven Strengths of Drawing Strategy; 1. Drawing strategy aids memory retention (and more); 2. Drawing strategy provides an effective action orientation; 3. Drawing strategy promotes new thinking that builds on the shoulders of giants; 4. Drawing strategy enables effective prototyping and 'design thinking'; 5. Drawing helps you see what you think and enables new possibilities to come into view  
6. Drawing can bring people together to enable collective understanding  
7. Drawing strategy can move people beyond the 'boilerplate' and numerical short-termism; What Strategy Builder Does; Part Two Design; PART 2 Contents; User's Guide to the Strategy Builder's Framework Profiles; Design features; 1. World ratings and rankings; 2. Simple, matter-of-fact explanations; 3. A 'real-life' storyboard and storyline; 4. Space; 5. Drawing tips: for getting started, enhancing your creativity and key 'take-outs'; 6. Common pitfalls; 7. Menu suggestions for fruitful combinations  
8. Mutation possibilities  
9. Signposts towards further knowledge; Environmental Ecology; Competitive Positioning; Resources and Capabilities; Strategic Growth Options; Managing Performance Strategically; Part Three Realization; Well-built strategies, simply conveyed; Six Stratographic Principles; 1. Good stratography attracts and focuses the eye; 2. Good stratography spreads the eye; 3. Encouraging the eye to wander, engage and find relations; 4. Good stratography facilitates zooming in and out; 5. Mimesis: good stratography relates to human actions and directions  
6. Synaesthesia: good stratography unites different senses and behaviours  
Get Building; How to be a Part of the Strategy Development Revolution; Endnotes; Image credits; EULA

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Sommario/riassunto

A visual and interactive guide to building and communicating strategies that actually work YOUR STRATEGY HAS SEVEN SECONDS TO CAPTIVATE ITS AUDIENCE... So how are you going to present it? A big wordy document? A lengthy address? Slides full of bullet points? The best way to engage and involve people is through pictures. Strategy Builder shows you how to creatively combine the best strategy frameworks to orient and animate strategy discussion and development in your team. This visual, interactive guide, with illustrations by Visory, uses real world examples and practical tips to help you: Di

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