



# The New Corporate Strategy

By Jim Underwood

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The New Corporate Strategy, Jim Underwood, This title presents a fast track route to mastering corporate strategy. It covers the fundamentals of strategy, from global strategy to complexity and from decision making to implementing those decisions. It features examples and lessons from some of the world's most successful (and not-so-successful) businesses operating in the global high tech industry and the media and ideas from the smartest thinkers including Igor Ansoff, Peter Senge and Rosabeth Moss Kanter. It includes a glossary of key concepts and a comprehensive resources guide. ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. ExpressExec is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and, Life and Work. ExpressExec is a perfect learning solution for people who need to master...



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