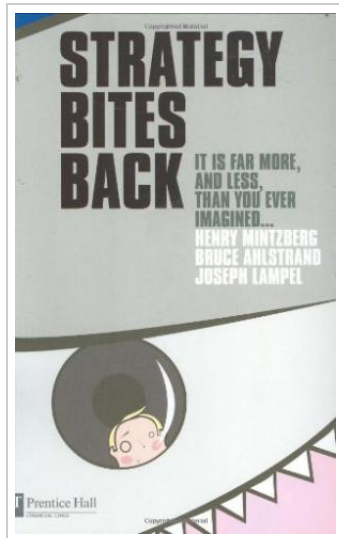




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Strategy Bites Back by Mintzberg, Henry

By Henry; Mintzberg

Pearson Financial Times, 2005. Taschenbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - SWOTed by strategy models Crunched by analysis Strategy doesn't have to be this way. Strategy is really all about being different. Thinking about it shouldn't make you reach for the snooze button, but in the world of strategy everybody has become so serious. If that gets us better strategies, fine. But it doesn't; we get worse ones--predictable, generic, uninspiring, dull. Strategy doesn't only have to position; it also has to inspire. So an uninspiring strategy is really no strategy at all. The most interesting and most successful companies are not boring. They have novel, creative, inspiring, sometimes even playful strategies. By taking the whole strategy business less seriously, they end up with more serious results--and have some fun in the bargain. 292 pp. Englisch.

Reviews

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