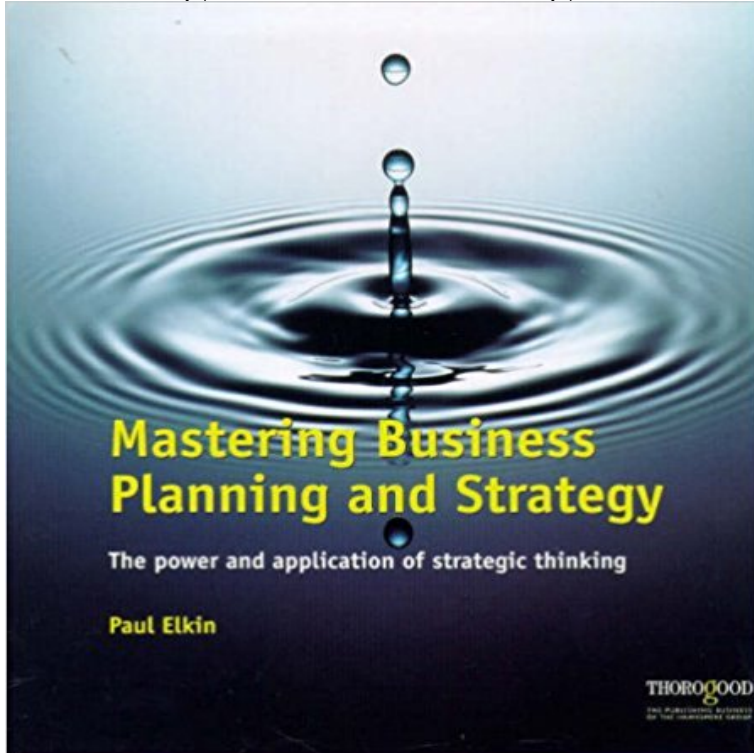


Mastering Business Planning and Strategy



This work blends academic strategic thinking with practical consultancy tools for strategic analysis, option appraisal and implementation management. It has been written to reinforce personal business leadership and strategic decision-taking skills, and achieves this by providing comprehensive coverage of the fundamental principles, highlighting the key strategic, marketing, financial and operational issues. Features of the book includes: relevance to businesses and managers undergoing or about to embark on, a process of strategic review and change; equipping managers for the challenge of defining and implementing change in their business; and an accessible style for the busy manager, whether working in business, the public sector or a not-for-profit enterprise. There are a range of practical features, including: key questions; action checklists; activities; guides to best practice; key learning points; and key management concepts. The book can be used as a workbook, with notes and comments written in the margin as they occur. The Masters in Management series titles are aimed at change makers, general managers, team leaders and implementers, and to senior-level managers involved in one or more of the following: strategic decision-making; deciding and implementing decisions; providing internal or external consultancy; and a management development programme (for example, diploma, MBA or vocational qualification).

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