

Strategy in practice

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Note sur le contenu : Preface to the first edition Preface to the second edition Preface to the third edition
About the author Introduction strategy in practice Strategic thinking Sense making and strategic insight
Insight-driven strategic analysis Appendices: Appendix A: Probing the strategic boundaries of the firm's
unique competing space Appendix B: Strategy mapping and narrative (based on analysis of the relevant
strategy building blocks) Index

Sujet - Nom commun : Planification stratégique