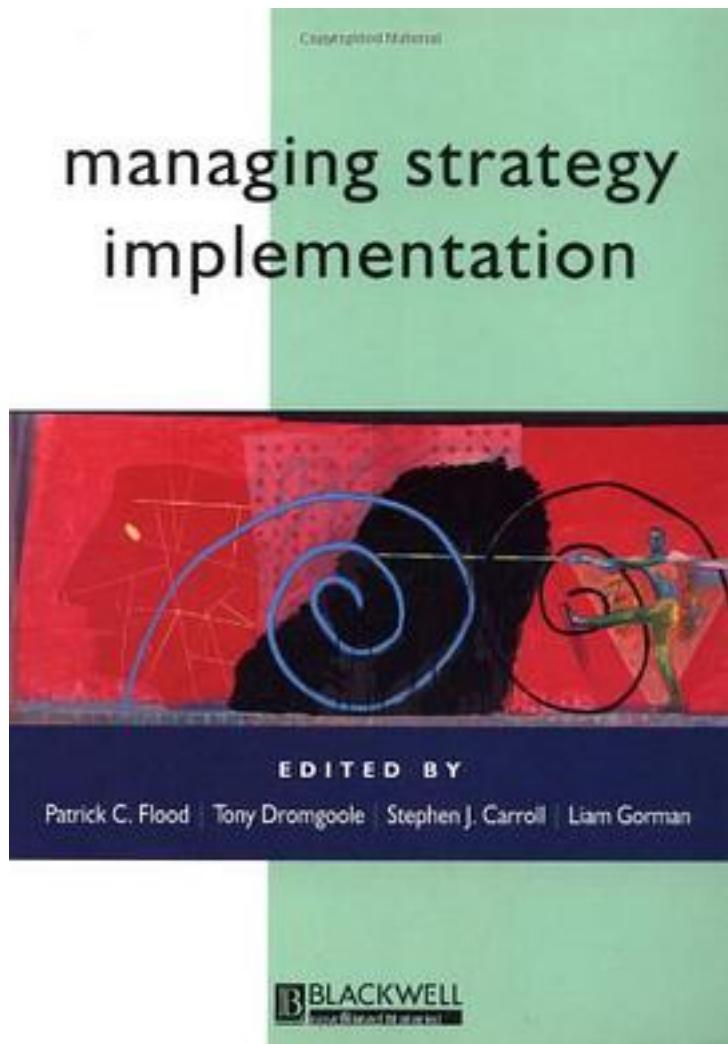


Managing Strategic Implementation



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Strategy according to Percy Barnevik, Chairman of ABB is 10 per cent vision and 90 per cent execution. Yet standard textbooks of strategic management are decidedly light in terms of their treatment of the organisational issues which frequently derail change initiatives. This text on the implementation of strategy redresses the balance.

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