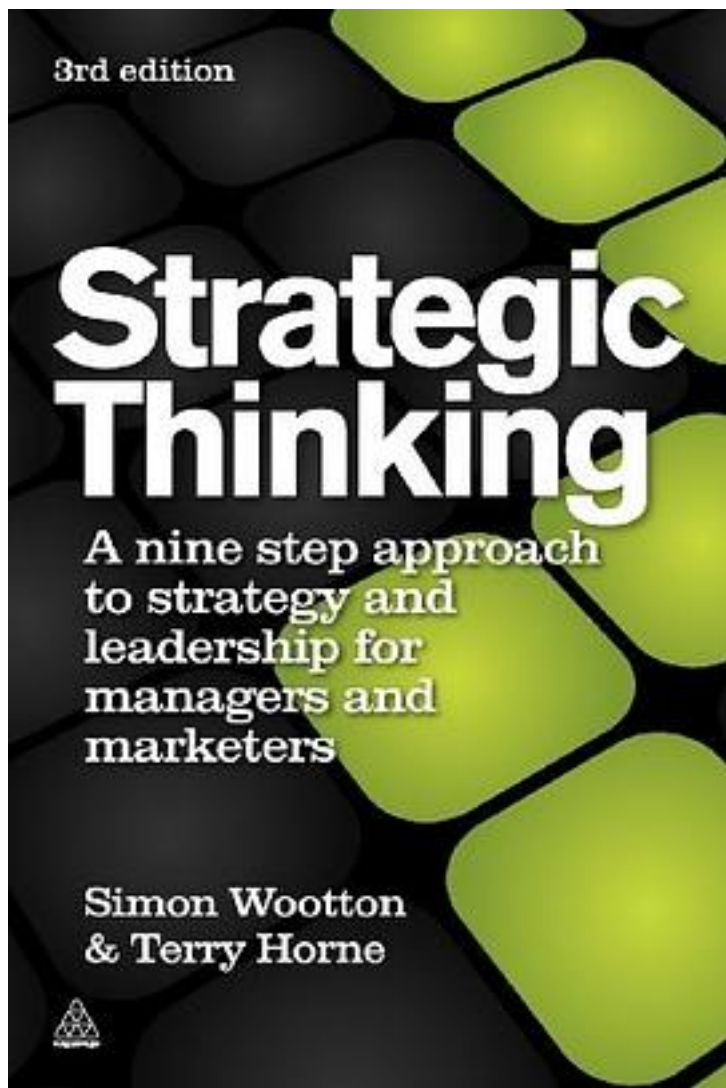


Strategic Thinking



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著者: Birnbaum, Bill

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In helping clients develop strategy, during the last 24 years, Bill Birnbaum learned that the most successful management teams place far more emphasis on strategic thinking than on strategic planning. Oh sure, they develop a strategic plan. And they publish their plan. And they share it with their employees. But their first priority is to create an environment of strategic thought. He also discovered that successful management teams focus on four fundamental factors, or four pieces of the strategic puzzle... 1. Rather than try to accomplish "everything," they diligently maintain focus. 2. They develop and maintain an intimate understanding of their markets - and of their customers within those markets. 3. They truly care about - thus they nurture - their people. 4. And they carefully manage their processes.

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