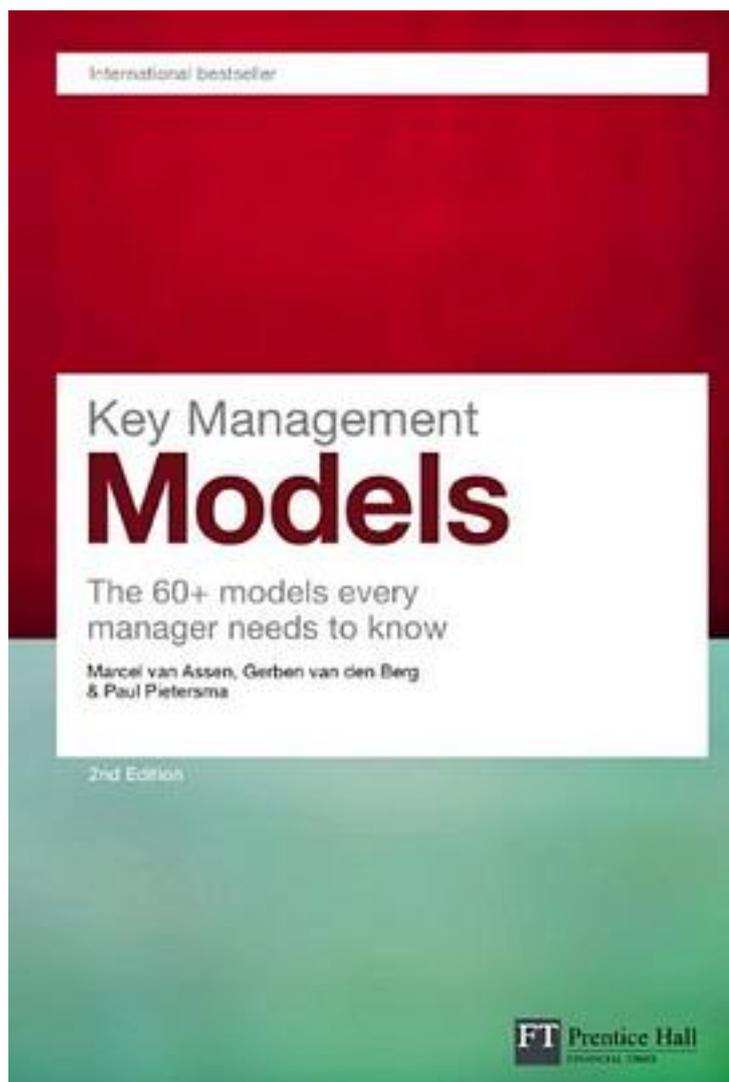


Key Management Models



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With over 33,500 copies sold of the previous edition, the winning formula of this incredibly successful book will remain the same. From SWOT analysis and core competencies to risk reward analysis and the innovation circle, Key Management Models explains each model in a clear, structured and practical way. There is a brief overview of each of the 61 essential models that spans no more than 3-4 pages. For each model you will find: * The model in a nutshell (the big idea') * Its applicability (when to use it') * The practicalities of applying it (how to use it') * A critical appraisal (the final analysis') The PERFECT reference book, no matter what business you're in.

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Marcel van Assen(1969) is a senior consultant at the Operations Management group of Berenschot. His industrial consulting experience covers various manufacturing, supply chain, and strategic issues, from operational excellence, outsourcing & contract manufacturing to value-innovation based on strategic conversation, roadmapping and foresight.

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