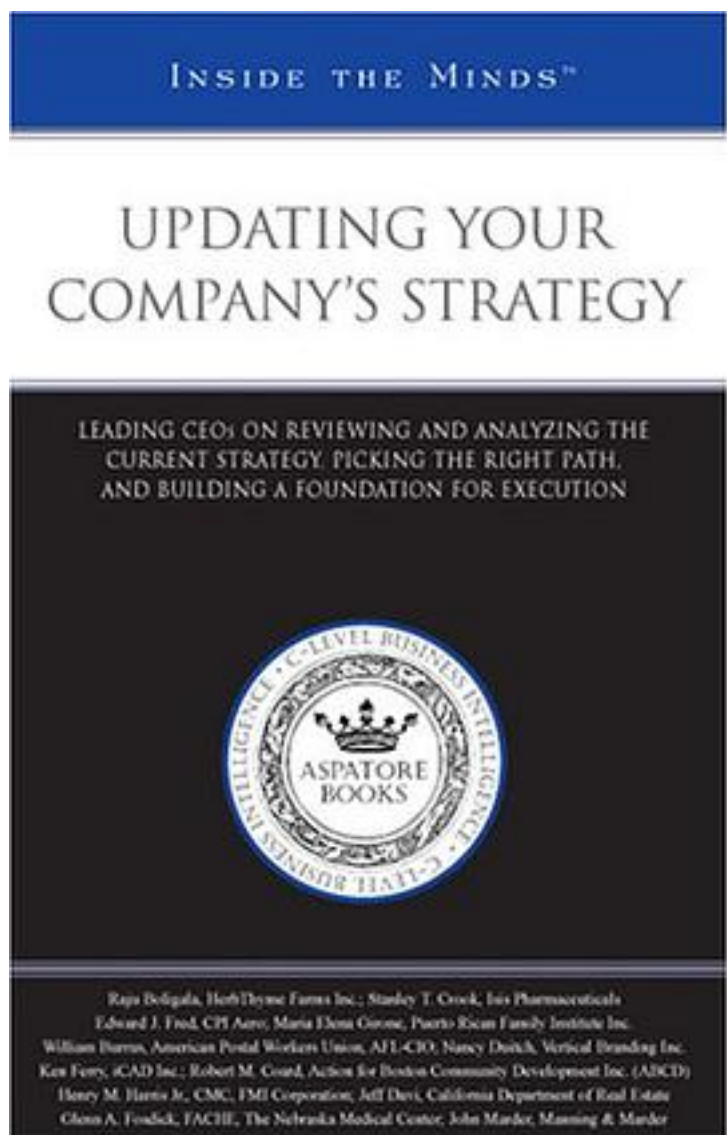


Updating Your Company's Strategy



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Updating Your Companys Strategy is an authoritative, insiders perspective on the key steps and tactics chief executives employ to review and revise their strategic plans to yield profitable results. Featuring CEOs representing some of the top companies in the nation, Updating Your Companys Strategy provides best practices for CEOs at all stages of strategy review. From conducting a comprehensive review of the current strategy to identifying areas for updates to implementing new initiatives, these authors walk through how best to interpret the impetus for changeand then leverage it to impact profitability. The different niches presented and the breadth of perspectives represented enable readers to get inside some of the top minds of today, as these insiders offer up their thoughts around the keys to effective strategy renovation, which begins with the secret to business success today: constant vigilance and consistent innovation.

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