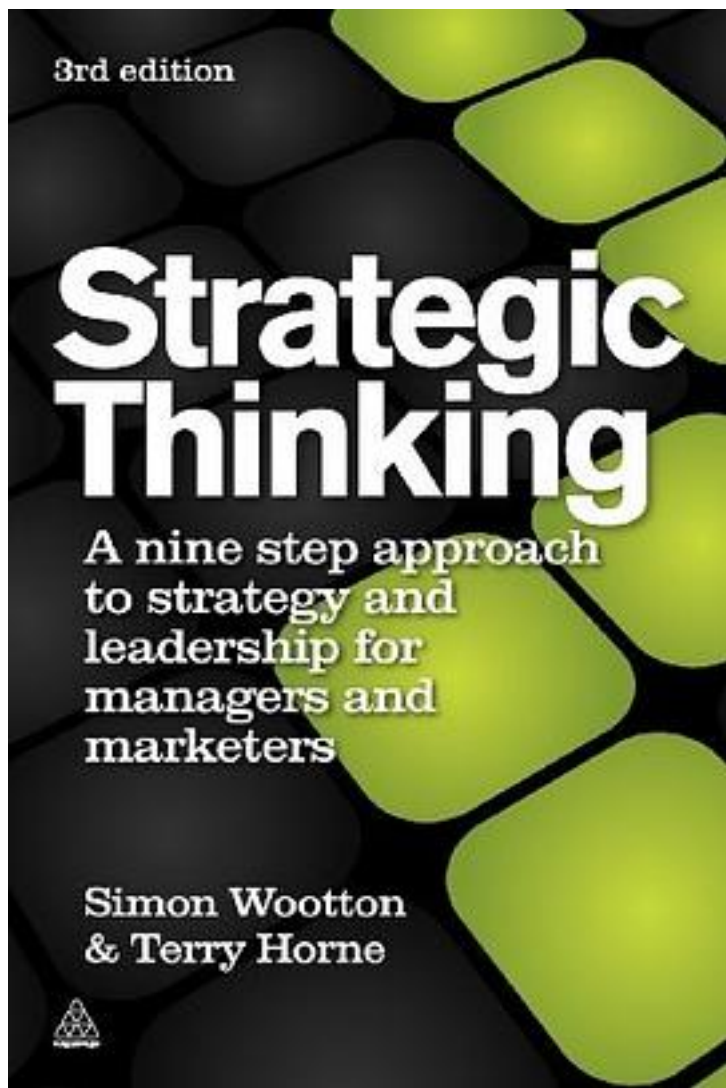


Strategic Thinking



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Now in its third edition, Strategic Thinking , takes you step by step through the questions to ask, in order to formulate strategies and write clear and concise strategic plans. Based on three core actions - creating knowledge, innovating ideas and implementing change - Strategic Thinking consists of hundreds of examples and advice on: how to gain a deeper understanding of your market; how to develop a strategic vision; how to think critically about proposals; how to survive and thrive in a recession; how to implement and manage strategic changes.

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