

Strategic Made Easier Planning

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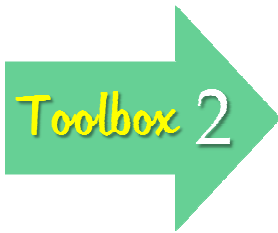
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'NEED-to-USE' Strategy Tools

Strengthen your competitive position with practical, **easy-to-use strategy tools** to...

Analyze Your Company, Competitors and Markets

Attract New Customer Segments

Develop Sustainable Competitive Advantages

Differentiate Brand Image & Products

Create Strategic Options — Make better decisions

"A terrific, practical reference for anyone thinking through and articulating corporate strategy...."

Roger Steel, President, New Markets and Business Development, Sun Life Financial Asia

"The strategy tools are presented in a practical, easy to understand and easy to use way...just what management needs to successfully create and monitor strategies..."

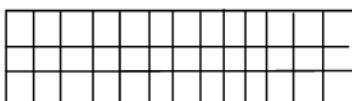
Dr. Claus Weidner, President | CEO, Mercedes-Benz Malaysia

"If your strategy is to have success, influencing power, strong trust and high performance outcomes, then this is the book to read, internalize and put strategies into action...."

Dr. Timothy Low, CEO, Farrer Park Hospital, Singapore



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