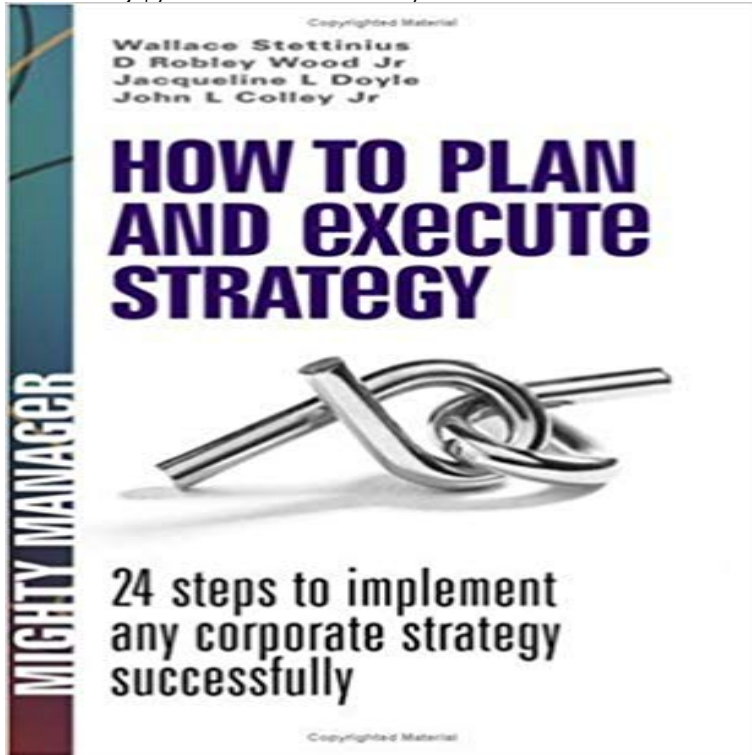


# How to Plan and Execute Strategy: 24 Steps to Implement Any Corporate Strategy Successfully



Planning and executing corporate strategy is where the rubber meets the road. Companies that plan and execute their strategy will thrive in the marketplace. Successful corporate strategy must be strong enough to meet the needs of the marketplace, yet flexible enough to quickly adapt when the marketplace changes. How to Plan and Execute Strategy outlines a field-proven framework the reader can use to design and implement a strategy and strengthen the corporations competitive advantage. This is accomplished by enduring buy-in and implementation by every worker, at every level. This book offers a practical approach to implementing any strategy successfully.

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