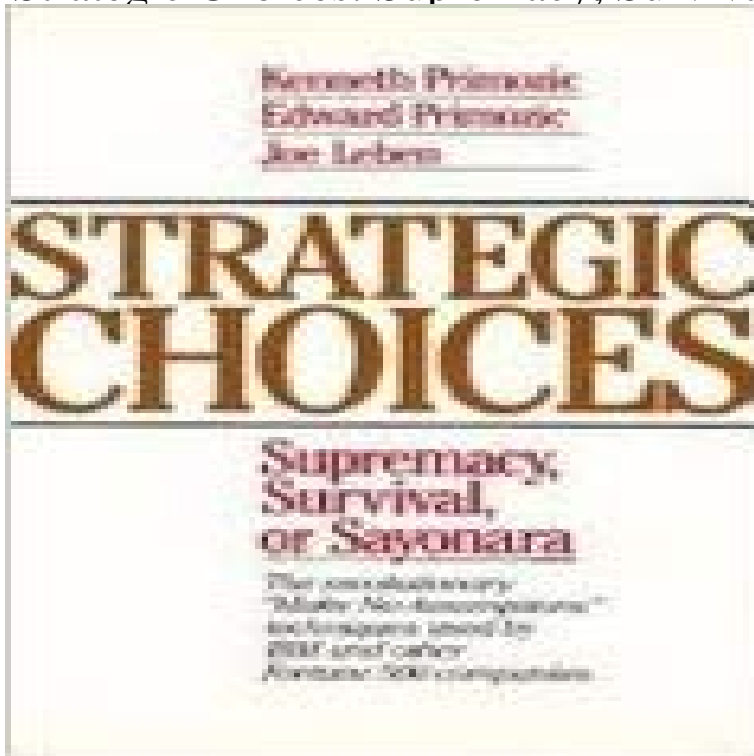


Strategic Choices: Supremacy, Survival, or Sayonara



This text explains the authors Make No Assumptions techniques which have been used in strategic planning at IBM and other Fortune 500 companies. It is intended to help corporate managers, executives and planners develop creative strategies to compete effectively.

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