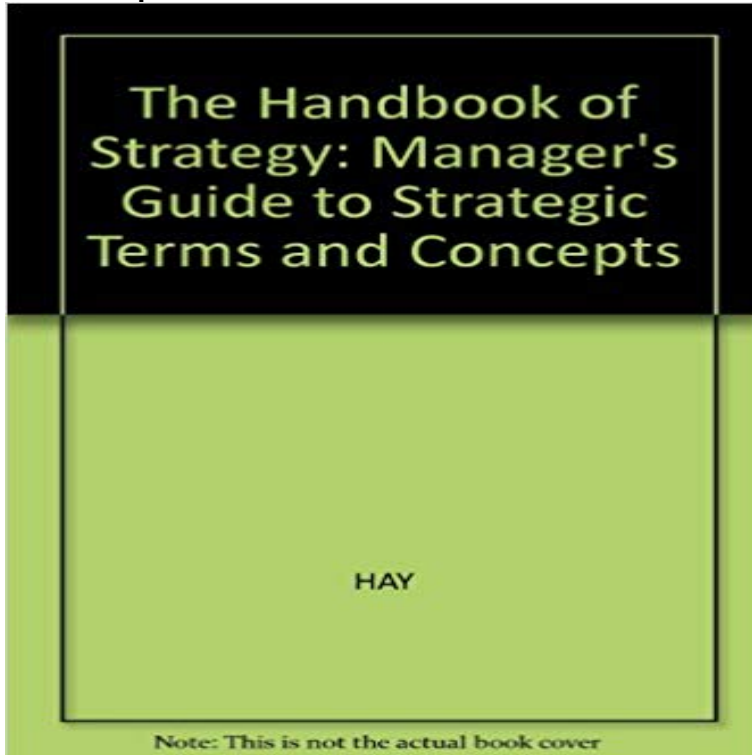


The Handbook of Strategy: The Managers Guide to Strategic Terms and Concepts



From Acquisition to Market Share and from Organic Growth to Year-End, The Handbook of Strategy unpacks the key terms and concepts in modern strategy. This is a reference for managers who must understand and use strategic planning in a fast moving, competitive, and increasing international business environment. The book includes succinct definitions of the words strategic thinkers and innovators use, and discussion of the major theories and techniques in the field. Drawing on the authors extensive consulting and teaching experience, The Handbook provides a comprehensive introduction to what every business executive needs to know about business strategy.

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