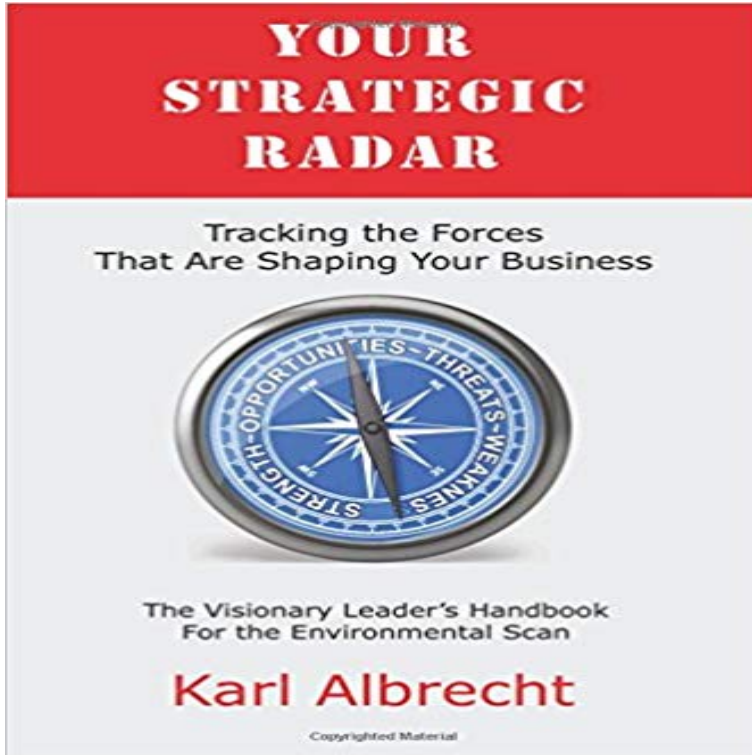


Your Strategic Radar: Tracking The Forces That Are Shaping Your Business



One of Karl Albrechts most highly praised books is Your Strategic Radar: Tracking the Forces that Are Shaping Your Business. This book is the authors re-release edition, containing all of the material from the original version, published by AMA under the title Corporate Radar. It is also the topic of a keynote speech and seminar he presents at various management conferences, and also the focus of much of his consulting work with organizations that seek to base their strategic direction on a clear understanding of the business environment. Prof. Warren Bennis of USC (author of On Becoming a Leader) says: ...Albrechts most important book. He puts his finger on the main reason organizations go south into oblivion: failing to understand the cartography of inflection points that, if unnoticed, will derail the best of companies and the best of executives. Must reading for any organization that wants to be in the phone book after [the new millennium].

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