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# MAKING STRATEGY HAPPEN: TRANSFORMING PLANS INTO REALITY. SECOND EDITION



John Wiley & Sons. Paperback. Condition: New. 304 pages. Dimensions: 8.8in. x 6.0in. x 0.9in. Strategic business plans, the key to gaining and sustaining competitive advantage in an increasingly turbulent and complex world, are useless until successfully implemented. Yet managements failures in execution are far more common than their successes. This book explains in a practical, down-to-earth way how management can ensure successful implementation of its business strategy and achieve desired outcomes both in the marketplace and inside the organization. The...

### Read PDF Making Strategy Happen: Transforming Plans Into Reality. Second Edition

- Authored by Arnold S. Judson
- Released at -



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