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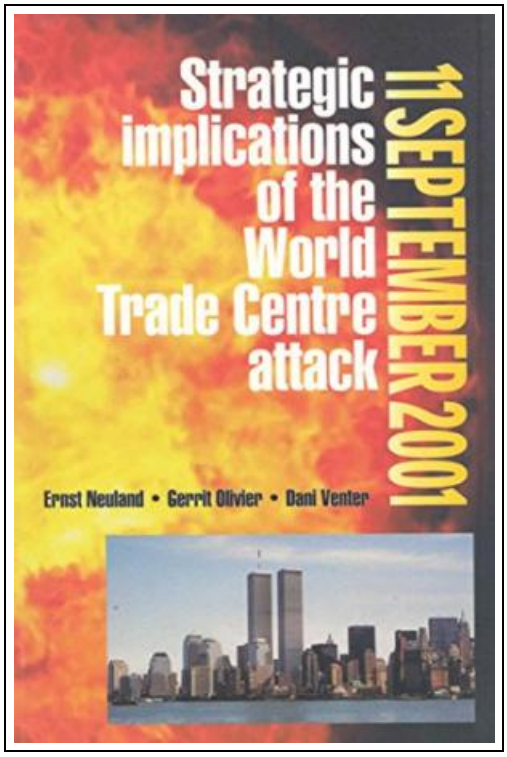

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Protea Boekhuis, South Africa, 2012. Paperback. Book Condition: New. 229 x 150 mm. Language: English . Brand New Book. On 11 September 2001, a passenger jet slammed into the World Trade Centre in downtown Manhattan, New York. Then another. A third jet crashed into the Pentagon outside Washington D.C. A fourth jet crashed near Pittsburgh. The world came to a standstill. Then a global ripple effect started. What are the ramifications? How do these ripples affect international politics and alliances, global economic trends and corporate business operations across the world? The aim of this book is to stimulate thought about amendments to the global agenda which followed the attacks on the Twin Towers and the Pentagon. The nature of some of these changes are already clear, others are still in the process of unfolding. For those involved in the world of business, this book contains a section on competitive intelligence, strategic thinking, strategic planning and strategic implementation. This text provides decision makers in the business community with a frame of reference, within which measures could be taken to reposition their companies in the aftermath of the attacks. Competitive intelligence, competitive analysis and strategic thinking are, however, also applied to decisions in ordinary, everyday life. This book is therefore aimed at not only the business community, but at everyone who considers these factors as matters of vital importance.REVIEWS First published in South Africa in 2002, this book is a dated but informative historical account of the attacks and the changes brought about in the US, South Africa, and the international community. It covers the significance of shifting business strategy to a transformational paradigm of strategic management. This involves using a five step competitive intelligence (CI) technique to develop an industry and competitive analysis profile. While the general account of the attack...

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