



## Key Strategy Tools: The 80+ Tools for Every Manager to Build a Winning Strategy

By Evans, Vaughan

FT Press, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: I wish I had thought of the idea for this book. Or could have done it so well! The selection of topics is excellent, the commentary astute, and the explanations simple and engaging. Richard Koch, entrepreneur, co-founder L.E.K. Consulting, author of The 80/20 Principle This is a new, very practical and delightfully pithy approach to strategy making. It offers a fabulous compendium of the major strategy tools, woven into a no-nonsense, step-by-step strategy process. An enormously refreshing and helpful book, invaluable to novices and strategy experts alike. Marcus Alexander, Professor of Strategy and Enterprise, London Business School A really practical guide to strategy development. All the relevant tools are explained in detail, but highlighting the essential ones is a master stroke that will save endless hours! Adrian Beecroft, Chairman, Dawn Capital and former Senior Managing Partner, Apax Partners A comprehensive inventory of the tools and analytical frameworks of strategy. The key value of this book is the guidance it offers on how to apply these tools and this is rooted in Vaughan Evans' deep experience of working with them. Robert M. Grant, ENI...



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