



Strategic Thinking for the Next Economy

By Michael A. Cusumano, Constantinos C. Markides

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Strategic Thinking for the Next Economy, Michael A. Cusumano, Constantinos C. Markides, From the acclaimed MIT Sloan Management Review comes this compendium of cutting-edge thinking about corporate strategy. Focusing on strategic imperatives of the new economy, leading thinkers in the field present their views in four general areas: strategy and value creation; flexibility in a volatile world; strategy making in uncertain times; and strategies for growth in fast-paced markets. "Strategic Thinking for the New Economy" shows that designing a successful strategy is a never-ending quest - and that effective strategic thinking is a process of continuously asking questions and thinking through issues in a creative way. Included among the book's many expert contributors are Christopher A Bartlett, Henry Mintzberg, Richard T Pascale and C K Prahalad.

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