



Demystifying Strategy: How to Become a Strategic Thinker

Tony Grundy

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Strategy consultant Tony Grundy provides senior leaders and top managers with not only the basic strategic tools and techniques but also a thorough understanding of the entire process of strategic thinking and management. Using tips, guidelines and exercises, *Demystifying Strategy* helps readers assess their own strategic mind. It covers key topics such as: the different perspectives on strategy, economic analysis, dynamic competitive positioning, designing and evaluating options, implementation, managing the strategy process and how to nurture a strategic mind.

Reading this book enables managers to understand the teaching of strategy experts, construct their own strategy audit and challenge thinking styles by assessing the cognitive processes involved in developing successful strategies.

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