

[PDF] Strategy Execution Heroes: Business Strategy Implementation And Strategic Management Demystified

Jeroen De Flander - pdf download free book



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Description:

From the Inside Flap Strategy Execution Heroes will help you get the execution job done. Don't expect complex theories or fancy words. This book gets right to the point and won't waste your time. It will: - Boost your learning with 250+ practical tips revealed by senior executives from BT, Coca-

Cola, Lockheed Martin, eBay and many others. - Inspire your thinking with useful insights from top experts such as Sir John Whitmore, Dr Peter Scott-Morgan and Prof. Vincent Lion. - Put your action plan on the right track with 27 valuable downloads.

So whether you are a future manager preparing for the challenge or an experienced senior executive, get ready to boost your execution skills. Become a Strategy Execution hero and turn your great strategy into great performance.

From the Back Cover "Strategy Execution Heroes is all about tips and tricks to get things done"
Gérard Mestrallet | CEO | GDFSUEZ

"Strategy Execution Heroes takes strategy to the manager level, providing practical everyday recipes to make sure that the 'big picture' does not remain a boardroom abstraction"
Bruno Lanvin | Executive Director | INSEAD

"I highly recommend this book to strategist and business leaders striving for maximum impact"
Bart Sweerman | Senior Director | Cisco

"A refreshing different approach to strategy implementation. Well worth reading!"
Michael Hofland | CFO | L'Oreal

"Great insights from well-known executives that I found immediately helpful for my organisation"
Phillip Shoemaker | Director Applications Technology | Apple

"Practical, specific and real-life advice"
Jeffrey Stephen Kehoe | Regional head Asia | AXA

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