

## Shaping the future: a dynamic process for creating and achieving your company's strategic vision

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20438381&lokasi=lokal>

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### Abstrak

"Shaping the Future" provides how-to guidance - as well as examples based on interviews with executives from companies like Boeing, Microsoft, Rockwell-Collins, and Apple - on how readers can help to create a future of their own choosing. Rethinking many classic assumptions about change, "Shaping the Future" emphasizes the importance of making a single, critical change - the strategic imperative - rather than many smaller ones.