

Strategic thinking: a comprehensive guide

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469594&lokasi=lokal>

Abstrak

The purpose of proper strategic thinking is to eliminate top-down only communication that leads to the wishful thinking way of organizational strategy. Strategic thinking is necessary at every level of an organization. This book uses actual histories of business successes and failures to illustrate theoretical concepts in strategic thinking.