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this updated useful book on business strategy with the economist brand shows today s manager how to create and sustain a dynamic profitable business with techniques to support effective decisions kourdi evaluates the tools tactics and techniques for making profit boosting decisions

the business environment is a commonly used term and highlights all the factors and forces that can possibly affect the business the business environment in the modern world is as dynamic as it can be the constantly changing demands and trends affect businesses immensely along with the change in the demands the environment of the business needs to be in sync with the work environment to make sure the operations run as seamlessly as possible the book is an epic piece of writing and highlights all the factors and external constraints to make it a life changing read for anyone who wants to succeed in the competitive business market if you want to see yourself as a successful business person grab your copies to learn more

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improvement

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

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