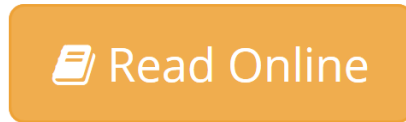


Strategy in Practice: A Practitioner's Guide to Strategic Thinking

By George Tovstiga





Strategy in Practice: A Practitioner's Guide to Strategic Thinking By George Tovstiga

A practitioner-focused approach to strategy and real-world strategic thinking

This 3rd edition has been revised and updated throughout to reflect the current thinking in strategy in view of the current economic and business climate. It questions how we are thinking differently about strategy now, in light of emerging from the global economic crisis. It includes new and updated case illustrations throughout, plus a new chapter on Strategy Execution and Performance Appraisal. Rigorously founded on current thinking and theoretical concepts in the field of strategic management, Strategy in Practice:

- Provides the strategy practitioner with a systematic and insight-driven approach to strategic thinking
- Establishes and translates the relevance of strategy theory to its application in the practice field
- Leads you through the strategic thinking process, beginning with the formulation of compelling and clearly articulated strategic questions that set the scene for practical issues
- Provides tools of strategic analysis in combination with informed intuition to understand the strategic landscape
- Has additional online resources available for instructors

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Editorial Review

From the Back Cover

Thoroughly revised and updated, *Strategy in Practice* examines how we are thinking differently about strategy in the wake of the global economic crisis. With new and updated case illustrations throughout, as well as new topics covering strategy execution and strategy performance management, it offers new thinking and new perspectives on strategy that are relevant to management practice, embracing the entire strategy process.

"George Tovstiga achieves a rare balance with *Strategy in Practice*. It is a strategy guide that is clear enough, researched enough yet pragmatic enough to work in complex, international, multilingual contexts and in emerging economies. Moreover it is original and helpful – focusing on creating value, not plans. Essential reading."

Professor Jon Foster-Pedley, Dean and Director of Henley Business School in South Africa (Johannesburg)

"*Strategy in Practice* provides new insight into the strategy process and explores how strategic thinking contributes to the creation of a differentiated value offering. George Tovstiga examines the role of sense making from spatial and process perspectives based on both high-and supporting-levels of strategic analysis. Strategy in practice case examples provide insightful illustration of how this occurs in the practice field. This book is highly recommended for both managers and students studying strategic management in various countries and across all industries."

Professor Andrey G. Medvedev, Graduate School of Management (GSOM), St. Petersburg University, Russia

"Executives charged with the critical task of formulating a strategy for their business can be overwhelmed by the current profusion of tools and techniques that aspire to offer advice and insight into that process. Rather than mastering all of these, managers can now look to this book as a clever integration of the best of those ideas into a coherent and pragmatic approach to the development of strategy in any organization. It should become a vital tool for all strategists in the future."

Professor David J. Collis, Harvard Business School, Cambridge, USA

"Despite the large number of books written on strategy, many firms continue to fail due to the lack of insightful strategies and rigorous strategy execution. Based on his experiences on the most common pitfalls in strategy development, George Tovstiga challenges us to further enhance our strategic thinking skills. In order to help in that task, *Strategy in Practice* puts forward a great systematic way of thinking about strategic issues, developing strategic insight, assessing the competitive landscape, developing and evaluating strategic options, and executing strategy."

Professor Tomi Laamanen, Chair of Strategic Management, University of St.Gallen, Switzerland

Users Review

From reader reviews:

Rocio Linville:

Information is provisions for individuals to get better life, information these days can get by anyone with everywhere. The information can be a know-how or any news even a concern. What people must be consider if those information which is inside the former life are hard to be find than now's taking seriously which one is suitable to believe or which one typically the resource are convinced. If you have the unstable resource then you get it as your main information we will see huge disadvantage for you. All of those possibilities will not happen inside you if you take Strategy in Practice: A Practitioner's Guide to Strategic Thinking as your daily resource information.

Julie Kappel:

Reading a reserve tends to be new life style in this era globalization. With reading through you can get a lot of information that could give you benefit in your life. With book everyone in this world can easily share their idea. Guides can also inspire a lot of people. Lots of author can inspire their particular reader with their story as well as their experience. Not only situation that share in the guides. But also they write about the knowledge about something that you need illustration. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors on earth always try to improve their talent in writing, they also doing some research before they write with their book. One of them is this Strategy in Practice: A Practitioner's Guide to Strategic Thinking.

Beatrice Raybon:

Playing with family in a very park, coming to see the ocean world or hanging out with friends is thing that usually you will have done when you have spare time, then why you don't try thing that really opposite from that. Just one activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Strategy in Practice: A Practitioner's Guide to Strategic Thinking, you are able to enjoy both. It is very good combination right, you still would like to miss it? What kind of hang-out type is it? Oh can occur its mind hangout folks. What? Still don't obtain it, oh come on its referred to as reading friends.

Sarah Heath:

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