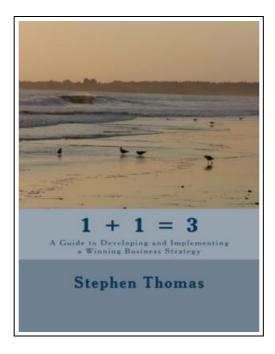
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Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Whether managing a small, medium, or large business, or a multi-dimensional corporation, 1+1=3 is a concise guide to developing and implementing a winning business strategy in seven straightforward steps: 1. Defining the firm s business. 2. Determining the industry and competitive environment. 3. Outlining the firm s internal and financial position. 4. Preparing the S.W.O.T. analysis (strengths, weaknesses, opportunities, threats). 5. Developing the firm s strategic position, vision, and mission. 6. Establishing the firm s revenue and profit targets. 7. Specifying the strategic objectives, action plans, and timetable to achieve the financial targets and accomplish the company mission. In addition, the guide addresses international strategies, corporate diversification strategies, and the organization and leadership elements essential to successful strategy execution. The author, Steve Thomas, has 35 years of experience in developing successful domestic and international business strategies as a marketing executive or President/CEO, most notably for Newell Rubbermaid. He has also taught Strategic Management, International Business, and Organizational Behavior at Flagler College, St. Augustine, FL.

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