



## The Interactive Strategy Workout: Analyze and Develop the Fitness of Your Bus.

By Cyril; Levicki

Financial Times Prentice Hall, 2002. Taschenbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - A textbook that will at last solve all your strategic problems. An ideal text for graduate and postgraduate courses that have Leadership, Strategy and Decision making modules. This successful text is now in its third edition and remains the definitive practical handbook for managers wishing to improve their business' performance. This book is now even more accessible, reducing complex theory to simple audit questions, and allowing students to create and test their strategies. The text is designed to be userfriendly and is divided into three parts offering the reader flexible learning. Each chapter ends with a page of two 'worked' exercises to test understanding. All these workouts are included on the textbook's accompanying CD-ROM which enables work to be circulated electronically. 368 pp. Englisch.



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