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## Business Strategy: A Guide to Effective Decision-Making

By The Economist, Jeremy Kourdi

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. A business's overall strategy may be set at board level, but many people throughout the organisation will be involved in deciding that strategy and implementing it making decisions that are strategic in nature. On these decisions hangs the future of the business: how successful it is, even whether it is successful. Yet business history is full of strategic decisions, both big and small, that were weak, poorly conceived and consequently disastrous. This book looks at the whole process of strategic decision-making: the forces that influence decision-makers, the traps they fall into, the times when a rational approach to decision-making is required and those when intuition is needed, the techniques that can help managers reach a strategically sound decision, and the questions they should ask themselves before coming to a decision. By looking at the range of strategic decisions that companies face and the techniques old and new that can help, this book provides insights into how to make effective strategic decisions. Jeremy Kourdi is a freelance writer and business consultant. During his career he has worked with many well-known organisations in...



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