



The Strategy-Led Business: Step-By-Step Planning for Your Company's Future

Kerry Napuk

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"The Strategy Led Business" provides a practical and dynamic framework to deal with the big issue in business, enabling managers to lead from the top by mobilizing all the resources of a company behind an agreed plan. Through the process of corporate planning it describes how to get your company where you want to go. The text aims to help managing, financial and marketing directors to achieve positive planning for the future, to articulate their vision for the company's future direction, establish objectives and set goals. The framework takes the reader from start to finish, from vision through creation to implementation. Addressing a range of issues confronting business today, it aims to help directors to build on the strengths and to address the weaknesses of their organization.

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