

Estrategia: de la visión a la acción

Strategy: From vision to action



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Publisher: [ESIC Editorial](#) [2]

Year of Publication: 2007

Pages: 462

Number of editions: 2

Spanish Retail price: 25.00€

ISBN: 9788473565035

Genre: Social Science and religion

SPRING

2011

Season: SPRING 2011

Understanding a company from the viewpoint of general management is essential not only for top-level executives, but also for functional executives who want a greater understanding of the interrelationships which occur within organisations. A coherent, global vision of strategy and the strategic process. Great emphasis is put on the strategic implementation bloc: culture, technology, structure, leadership, people (in contrast to other authors who simply focus on the analysis and its formulation). Includes a detailed methodology for constructing an integral managerial base and strategy map (with a detailed example).

Pleasant style with more than 60 practical cases and quotes by over 100 famous/well-known people which encourage personal reflection.

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