



The Art and Discipline of Strategic Leadership

By Mike Freedman, B.B. Tregoe

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Art and Discipline of Strategic Leadership, Mike Freedman, B.B. Tregoe, 'A gold mine of strategic insight and practical advice.' - Robert A. Lutz, Chairman, GM North America. This book helps you to: create a smart new strategic plan - and stay ahead of the competition; craft a new vision, take action, and monitor results; stay consistent in strategic decision-making; and, keep your eyes fixed on the long term. This thoughtful, timely book will help you discard outmoded standards and implement a flexible, workable strategy to drive extraordinary business results. 'This thoughtful, timely book will help you discard outmoded standards and implement a flexible, workable strategy to drive extraordinary business results. A gold mine of strategic insight and practical advice.' - Robert A. Lutz, Vice Chairman, Product Development, and Chairman, GM North America, General Motors Corporation. '[A] template for every CEO seeking to formulate a new strategy and revitalize tired values' - Sir Peter Thompson, former Chairman, National Freight Company, and UK Businessman of the Year. '[B]rings a holistic approach, deep thinking, and broad practical experience to the subject of strategic leadership' - Sir Bryan Nicholson, Past President, Confederation of...



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