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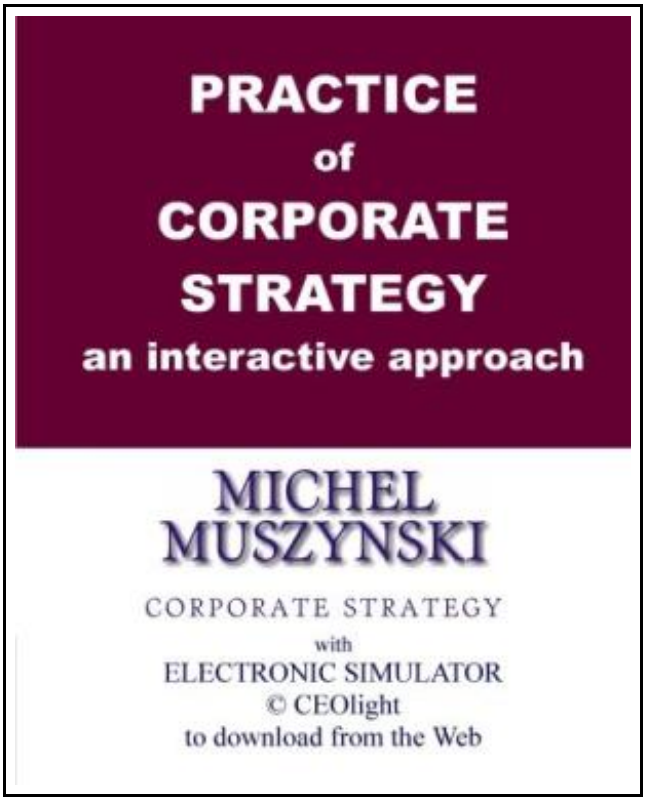

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Createspace, United States, 2010. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****. I wrote this book as the expression of my frustration by a general lack of understanding on what relies the strategic management of firms. In the present world the word strategy is associated with so much of foggy content that its notion became washed from any concrete sense. However even when that sense exists, it appears useless. A perfect example of this is a very fashionable reflection on so called strategic mission and vision of the corporation. From the philosophical point of view this is, no doubt, interesting - however in the present economic situation of the world both, mission and vision, can be recognized as only beautiful theory, and considering idle discussions on their theme to be the same as the process of building the corporate strategy is simply ridiculous. Distant I am from the idea that the company has no duties towards her own employees, consumers and the society, however her main objective remains with no doubt the realization of profits. The main goal of the strategy consists in explaining how to achieve this. It results from here that the strategy must be very concrete. I have no idea why so many elaborations about this theme remind literary essays, delivering to readers nothing useful - except only the pleasure of reading. My purpose was to create a really practice oriented book about the corporate strategy, illustrated with exercises, the realization of which can provide concrete skills rather than encyclopedic knowledge. The rapid development of computer science was here a great help for me, giving the possibility of building strategic simulators and providing book readers with an interactive computer program for testing different concrete strategies and...

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