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Even after business strategy has been developed, a company must remain nimble and alert to change, and view strategy as an ongoing and evolving process. The message of this guide is simple: strategy matters, and getting it right is fundamental to business success - this book will show you how.

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The definitive guide to creating business models for evaluating everything from a modest business development to a major acquisition. About the Author John Tennent , a qualified accountant, manages a training consultancy specialising in business modelling and investment appraisal.

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The Economist: Numbers Guide is invaluable for everyone who has to work with numbers, which in today's commercially focused world means most managers. In addition to general advice on basic numeracy, the guide points out common errors and explains the recognized techniques for solving financial problems, analyzing information of any kind, forecasting and effective decision making.

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Journals or to the lecture halls of prestigious business schools. Many are mentioned nowadays in the pages of the everyday business press and in general-management training material. Y et few of them are familiar to the average person in an offi ce. The popularity of these ideas changes over time. They are subject to fashion like everything else.

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Graham Friend, who is a chartered accountant and the co-author of Guide to Business Modelling (Economist series), specialises in financial analysis, planning and business modelling. Stefan Zehle, who has an MBA, is a strategic analysis and market planning specialist and his articles for the telecommunications industry are widely published.

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guide to analysing companies a. h. (bob) vause is a fellow of the Institute of Chartered Accountants and an Emeritus Fellow of Green Templeton College, Oxford, where he taught for more than thirty years.

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"The Economist Guide to Business Planning", Profile Books, 2004. Sahiman, W.A., "How to Write a Great Business Plan", Harvard Business Review, July-August 1997. More management ideas.

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