



How to Think Strategically: Strategy - Your Roadmap to Innovation and Results (Financial Times Series)

Davide Sola, Jerome Couturier

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Discover how to become an effective strategic thinker

Some people seem to achieve the best results, again and again. Is it luck? Or is it strategy?

How to Think Strategically equips you with the skills you need to make the best decisions and develop a powerful strategic mindset.

This hands-on guide tackles both the thinking and the doing, helping you develop a robust strategic plan. It offers a six-step framework that addresses key questions, including:

- Which core challenges do I need to overcome?
- How do I manage uncertainty and risk?
- How do I execute my business strategy?

Visit www.howtothinkstrategically.org for the accompanying app and the 'Strategic Thinking Manifesto'.

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David Creason:

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Linda Gordon:

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