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Strategy Execution

By Jr. With Marilyn Norris & William R. Bigler

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. Strategy execution has far more potential for value creation than does strategy formulation. This book offers a complete tool kit to help firms achieve world-class strategy execution status. It focuses on initiative management, aligning executive, operating, and support processes with market rhythms, the seven stages of business growth, and time-phasing initiatives with the competitive realities of the firms environment. It also demonstrates how to track the ripple effects of change throughout the organization. Numerous exhibits portray tools that can be used by firms to develop world-class strategy execution prowess. A glossary of new terms and new definitions of familiar terms is included, along with a diagnostic survey that a firm can use to assess its current status regarding its world-class strategy execution abilities. The authors also provide a 10-S model of management imperatives that updates the McKinsey 7-S model from the 1980s. If a firm has been bogged down for too long in strategy formulation, now is the time to begin the execution phase using this book as a starting point will give any organization the advantages it needs to launch this initiative successfully. Printed Pages: 216.



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