



Strategy in Practice: A Practitioner's Guide to Strategic Thinking

George Tovstiga

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The 2nd edition of Strategy in Practice presents a practitioner focused approach to strategy. It is increasingly recognised that the ability to adapt classic formulas to changing circumstances and develop fast, sound strategic thinking is what differentiates the successful corporate leader.

Developed from experience in industry this successful text will include an instructor site with PowerPoint slides, extra examples and exercises, and links highlighting changing business practice.

While rigorously founded on current thinking and theoretical concepts in the field of strategic management it aims to:

- provide the strategy practitioner with a systematic and insight-driven approach to strategic thinking
- establish and translate the relevance of strategy theory to its application in the practice field
- lead the reader through the strategic thinking process, beginning with the formulation of compelling and clearly articulated strategic questions that set the scene for practical issues
- provide tools of strategic analysis in combination with informed intuition to understand the strategic landscape.

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