



Business Strategy: The Brian Tracy Success Library

By Brian Tracy

Amacom. Hardback. Book Condition: new. BRAND NEW, Business Strategy: The Brian Tracy Success Library, Brian Tracy, Setting business strategy enables you to develop absolute clarity, establish priorities, organize resources and get better results than ever before. A strategic plan helps crystalize the future of an organization - mapping a clear path from where the company stands today to where you wish it to be. It may sound complicated, but Brian Tracy knows how to make it simple. Throughout his career, he has shown countless leaders and organizations how to achieve stunning success. In this concise and practical book, he shares the most important lessons for strategic planning. Readers will discover how to: ask the five key questions vital to any strategic plan; determine a corporate mission that lifts and inspires people; gain valuable insight with market share/marketgrowth and strategy/operations matrices; define themselves in relation to their competition; utilize the concept of "driving force"; anticipate crises; reposition their business with new products, services, and technologies; and measure success via clear financial objectives. Incorporating examples ranging from Alexander the Great to IBM and General Electric, Tracy gives readers proven ideas for increasing their company's ROI and maximizing their strengths and opportunities. Powerful...



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Reviews

This is actually the best book i actually have go through right up until now. It generally will not price an excessive amount of. I discovered this book from my dad and i suggested this book to understand.

-- **Norma Carroll**

A very wonderful book with lucid and perfect answers. It is probably the most incredible book i have study. Its been designed in an exceptionally simple way and is particularly just after i finished reading through this publication by which in fact transformed me, alter the way in my opinion.

-- **Macey Schneider**