



Strategy that Works: A practical guide for executives and managers that gets results

Ian Mann

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In *Strategy that Works*, Ian Mann discusses – and debunks – a number of popular theories of strategy before presenting his unique approach based on many profound insights that have never before been gathered together in one place to form a coherent theory and method. He explains the difference between strategy and mere analysis parading as strategy; he shows how to build scenarios for uncertain futures; he provides key questions that will help guide one to develop an effective strategy; and he demonstrates how important it is that the strategy becomes the organisation's culture.

Clear, insightful and entertaining, *Strategy that Works* makes strategy accessible to managers at all levels, in all sizes and types of organisations.

Ian Mann is one of South Africa's top business consultants, and he is well known from his newspaper columns, his radio and TV appearances, and his training seminars.



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