



The New Strategic Thinking

Michel Robert

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The New Strategic Thinking

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The New Strategic Thinking Michel Robert

Bestselling author Michel Robert gives you his trademark pure and simple rules for developing solid business strategies

In this anticipated follow-up to his previous bestsellers, management expert Michel Robert unveils his practical and proven methodology for you to plan and implement effective corporate strategies. Featuring a detailed explanation of how Robert used his approach to turn around Caterpillar as well as case studies of leading companies that utilize Robert's method, *The New Strategic Thinking* shows you how to assemble a strategy team, identify your company's driving force, determine the focus of the strategy (product, customer, or market), and launch initiatives company wide.

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