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The Strategist's Toolkit

Jared D. Harris, Michael J. Lenox

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The companion book to COURSERA's popular massive open online course "Foundations of Business Strategy" and the recently launched five-course specialization, "Business Strategy."

The Strategist's Toolkit is a concise collection of the most commonly used tools in strategic analysis. Jared Harris and Michael Lenox have carefully selected 13 analytical techniques that every student and executive needs to master. Harris and Lenox begin with a brief overview of the process for integrative strategic analysis, followed by an easy-to-follow framework for understanding and using each of the 13 tools. The concluding chapter ties everything together with a four-step process for conducting an integrative strategic analysis.

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