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Demystifying Your Business Strategy

David Lei, John W. Slocum

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While scores of strategic management books have been written, many books fail to take into consideration the influences that shape and constrain managers' ability to formulate and execute well-thought out strategies. *Demystifying Your Business Strategy* acknowledges and harnesses those influences, providing practitioners with a helpful new approach to developing and maintaining a competitive advantage.

In this book, David Lei and John W. Slocum offer readers a comprehensive overview of the drivers of *evolutionary advantage*, recognizing that sources of competitive advantage for any organization will necessarily shift and evolve in response to changes in the industry environment. *Demystifying Your Business Strategy* also offers practical insights on how to spot "inflection points" of strategic transition and identify signals that indicate when an organization needs to develop a new source of competitive advantage.

With in-depth discussion of the four different types of business strategies that many firms pursue and the strategic disciplines that support them, this book can provide significant insight and direction to managers at all levels within an organization.

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