



The Strategist's Toolkit

Jared Harris, Michael Lenox

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The Strategist's Toolkit is designed for anyone needing to engage in any kind of strategic planning exercise: basic or advanced. Paired with case studies, the toolkit trains adherents to think strategically by developing a mechanized way to think through problems. With practice, readers will develop a seamless process for analyzing strategic problems and presenting coherent solutions. Arranged in three sections, it outlines 13 analytical techniques every business manager should master. Each “tool” is presented in a simple and easy-to-remember format by answering the following questions: What is it? When do we use it? Why do we use it? How do we do it? The toolkit is accompanied by a thorough glossary of business terms used in strategic analysis. The Strategist's Toolkit is used as the core reading for Darden's first year required Strategy course. See why The Strategist's Toolkit should be foundational reading for any advanced undergraduate, MBA, or executive level course in strategic analysis.

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