

Making Sense of Strategy

Tony Manning

*ebooks | Download PDF | *ePub | DOC | audiobook*



#1280354 in eBooks 2011-03-28 2011-03-28 File Name: B004U9649I | File size: 25.Mb

Tony Manning : Making Sense of Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Making Sense of Strategy:

0 of 0 people found the following review helpful. Strategy as ConversationsBy Theuns PelsersAccording to the author strategy is a questioning process and I wholeheartedly agree, as it reflects what is actually happening with organizations and their setting of strategy. It is essential that organizations are open and honest in dealing with the critical questions, and that they foster a robust yet respectful conversation about their options.The author successfully reduce an overly complicated academic discipline into something that every manager, business owner and student of strategy can put an handle on. Well done Tony Manning.0 of 0 people found the following review helpful. The only book on strategy you may ever needBy KransdriftThis book is pertinent, concise and easy to understand. It is free of waffle and conceit, it does not set itself up as a learned tome with multiple references and difficult syntax. It is one of the very few management books which has inspired me to stay totally focussed on the message, to voluntarily refer back to some sections in order to maintain clarity of understanding and finally to actually apply it to my business. A word of warning. The book is easy to understand, to actually apply the principles in it is tough. But the rewards in improved business will justify the hard work. Money well spent.0 of 0 people found the following review helpful.

Really making sense
By Carel Jacobs (South Africa)
Having a relative new and small business, I need all the help I can get to help me making a difference in a competitive industry with BIG GUNS out there..

Worldwide, business faces daunting challenges. Competition in every industry is increasingly hostile. The operating environment is increasingly complex. And the cost of missteps and lost opportunities is rising. In this new arena, strategic planning is more important than ever and the ability to turn plans into action - fast - is critical to success. Yet most management tools were designed for a different age, and most change efforts fail. *Making Sense of Strategy* is a handbook for every business person in the new century. It provides a proven, practical way to think about what's happening around you and to create an effective strategy for the future. Based on the simple idea that organizations are "managed conversations," it builds on the latest thinking from many fields to offer a breakthrough approach to delivering consistent growth and profits. Written by a top consultant, *Making Sense of Strategy* cuts through the clutter of management fads and gives you a systematic and disciplined way to create a winning profit recipe, define your priorities, and motivate your team to action.

From Publishers Weekly
In a wry, snappy voice, consultant Tony Manning offers a concise guide to effective decision making for anyone steering a company. His *Making Sense of Strategy* outlines the most important things strategists need to know: how to make quick, informed choices and persuade stakeholders to get on board. Manning, a former head of marketing at Coca-Cola Export Corp. in southern and central Africa, explains how to define the company business model and goals, then shows readers how to craft the "strategic conversations" they'll need to have with investors, executives and employees. He includes advice on changing the corporate culture and motivating workers in everyday exchanges. Copyright 2002 Cahners Business Information, Inc. "One of the real charms of this book is that Manning is succinct. ... he doesn't pull any punches. Read it." -- *Automotive Design Production*..a brief but highly useful discussion of modern strategic management from the perspective of an experienced practitioner. -- *Academy of Management Executive* August 2002
An unusually simple guide to the ten basic principles every business needs in order to excel. -- *Midwest Book Cutting* straight to the chase, *Making Sense of Strategy* does exactly what its title promises. -- *Legal Management*, June 2002
About the Author Tony Manning (Morningside, South Africa) is the author of six management books and is an independent consultant on competitive strategy and change management. His personal website is www.tonymanning.com.