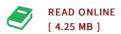




Roadmaps and Revelations: Finding the Road to Business Success on Route 101

By Paul R. Niven

Wiley. Paperback. Condition: New. 224 pages. Dimensions: 0.0in. x 0.0in. x 0.0in.Rory Newmans company is going through big changes the kindno one likes having been bought by a global competitor thatis now shaking things up. His new bosss first order of business isto demand that Rory come up with a new process for strategicplanning to guide the company as it struggles to reinvent itself inthe marketplace. Up until now, the companys strategic plans were made up ofvisions in the former CEOs mind. Now, Rorys got five short daysto develop, formalize, and deliver a winning strategic planningprocess. Rory planned to use a leisurely drive down the 101, enroute to his wifes family reunion, to gather his thoughts, butthings change when he halfheartedly agrees to pick up his wifessecond cousin Sydney Wise from the airport. To his astonishment, Sydney turns out to be instead of another maddening relative a strategic planning guru, entrepreneur and Rorys rescuer. Discover, along with Rory and Sydney, what strategic planning isreally about, why it is important, and how to develop a simple yetpowerful strategy your company can use to set it on the course tosuccess. Through Rorys experience, you will find out why strategicplanning is not something left to...



Reviews

It in a of my personal favorite book. It is writter in easy terms and never hard to understand. Its been designed in an exceedingly easy way and it is only after i finished reading this publication by which in fact changed me, change the way i think.

-- Lucinda Stiedemann

A brand new eBook with a new standpoint. I have got read through and i also am confident that i will gonna read again once again down the road. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Miss Shannon Hilll V