

Key Strategy Tools: The 80+ Tools for Every Manager to Build a Winning Strategy

Vaughan Evans

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The strategy tools you need for your business to succeed!__

Let *Key Strategy Tools* be your guide to developing a winning strategy for your firm. Cherry-pick the most useful approaches for your business and create a robust strategy that withstands investor scrutiny and becomes your roadmap to success. _

Covering 88 tools and framed within an innovative strategy development process, the Strategy Pyramid, this user-friendly manual takes you through each step of the process. Whether analysing your market, building competitive advantage or addressing risk and opportunity, you'll find the strategic thinking tools you need at every stage in your strategy development.

Following in the footsteps of the hugely successful *Key Management Models* and *Key Performance Indicators*, this book delivers professional-level information in the practical and accessible framework synonymous with the Key series.



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