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## FT Guide to Strategy: How to create, pursue and deliver a winning strategy (4th Edition) (Financial Times)

*By Richard Koch*



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## **YOUR COMPLETE GUIDE TO STRATEGY. PLAIN AND SIMPLE.**

*The Financial Times Guide to Strategy* cuts through the nonsense to offer you a straightforward, authoritative guide to strategy at both the corporate and business unit levels. The fourth edition of this bestselling book is a no-holds barred, jargon-free guide to the strategic models, tools and thinkers you really need to know about. Easy-to-read and logically structured, it leads you through each step in understanding, creating, and pursuing successful strategy. It shows you which questions to ask, how to go about answering them, and then what action to take.

**Based on long experience and on conversations with leading strategists around the world, Richard Koch helps you discover:**

§ Just what you need to know about strategy

§ Which models and tools will be the most useful for you

§ The leading thinkers who have made the greatest contribution to the science and practice of strategy, from Bruce Henderson and Michael Porter to Philip Rosenzweig and Chris Zook

§ The essential details of over 200 strategic concepts, tools and techniques, from core competency to disruptive technology, from globalisation to the innovator's dilemma

#### About the Author

**Richard Koch** is the author of 15 highly acclaimed books, including the best-selling 80/20 trilogy --- *The 80/20 Principle* (over 700,000 copies sold), *The 80/20 Individual*, and most recently *Living the 80/20 Way*. As well as lecturing and broadcasting, he is an extremely successful entrepreneur and investor. His ventures have included Filofax, Belgo, Plymouth Gin, Capstone, and Betfair, the world's largest betting exchange. He was educated at the University of Pennsylvania and at Oxford University. His investment successes have propelled him well into *The Sunday Times Rich List*.

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