



# Mastering Business Planning and Strategy: The Power and Application of Strategic Thinking (Masters in Management)

*Paul Elkin*

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## **Mastering Business Planning and Strategy: The Power and Application of Strategic Thinking (Masters in Management)** Paul Elkin

This is the ideal book for anyone seeking an introduction to business planning and strategic thinking that is both comprehensive and accessible. Paul Elkin explains all the key concepts, skills, and techniques for developing successful business plans and strategies in a way that will leave you fully prepared to apply them in practice.

The book is designed for executives who have recently taken on a strategic role in the organization; entrepreneurs running their own business; marketing, finance, or production managers who need a proper grasp of the subject; and business and management students.

Leading businesses tend to concentrate on three areas: how to ensure they satisfy customer needs, how to achieve and maintain competitive advantage, and how to develop and build on the company's strengths. Directed at meeting these objectives, the book provides valuable techniques for profiling your business, powerful strategic thinking, focused option appraisal, effective decision making, as well as analyzing the market and your competitors.

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