

# Strategy Design Innovation

How to create business success using a systematic toolbox

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## WEITERE INFORMATIONEN UND BESTELLUNG

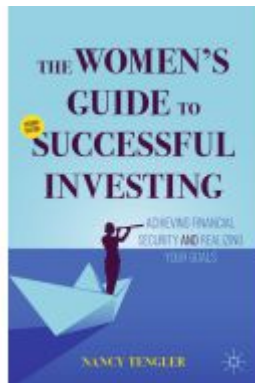
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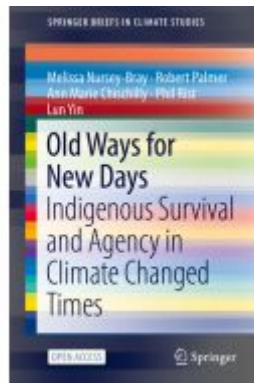
## Details

The new and revised 6th edition of this comprehensive book explores the concept of Strategy Design as an innovative approach to Strategic Management. After an overview of the framework conditions under which strategies and business models are developed today, the authors describe in detail the approach and the ongoing process of Strategy Design Innovation. The focus is on the Strategy Design Toolbox, which covers the necessary instruments for analysis and forecasting, strategy formulation, realization, and control. Divided into seven perspectives, the toolbox provides relevant questions that need to be answered. Many examples and real-life applications give inspiration and generate a fundamental understanding. Strategy Design Innovation is a modern and market-driven book with a variety of tools, case studies, templates, and practical online resources. It is developed for the challenges of managers, strategists, entrepreneurs, business developers and students with the need for creating a strategic mindset and strategic capabilities.

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