



# Demystifying Your Business Strategy

*David Lei, John W. Slocum*

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While scores of strategic management books have been written, many books fail to take into consideration the influences that shape and constrain managers' ability to formulate and execute well-thought out strategies. *Demystifying Your Business Strategy* acknowledges and harnesses those influences, providing practitioners with a helpful new approach to developing and maintaining a competitive advantage.

In this book, David Lei and John W. Slocum offer readers a comprehensive overview of the drivers of *evolutionary advantage*, recognizing that sources of competitive advantage for any organization will necessarily shift and evolve in response to changes in the industry environment. *Demystifying Your Business Strategy* also offers practical insights on how to spot "inflection points" of strategic transition and identify signals that indicate when an organization needs to develop a new source of competitive advantage.

With in-depth discussion of the four different types of business strategies that many firms pursue and the strategic disciplines that support them, this book can provide significant insight and direction to managers at all levels within an organization.

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Demystifying Your Business Strategy can be one of your starter books that are good idea. Most of us recommend that straight away because this publication has good vocabulary that may increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort that will put every word into enjoyment arrangement in writing Demystifying Your Business Strategy but doesn't forget the main level, giving the reader the hottest and also based confirm resource facts that maybe you can be considered one of it. This great information can easily drawn you into brand-new stage of crucial thinking.

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