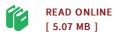




Business Plans to Game Plans: A Practical System for Turning Strategies Into Action

By Jan B. King

John Wiley & Sons. Paperback. Condition: New. 278 pages. Dimensions: 10.8in. x 8.4in. x 0.7in.Product DescriptionThis book does something important: it takes abstract information and puts it in language and worksheets that make sense. This gives everyone-- including top managers-- a complete description of how a companys performing. And theres no better tool for improving performance than understanding. -- Jack Stack, author of The Great Game of BusinessKnow what is vital to the success of your business, enhance skills for confident prediction, and avert crisis management. This book offers all that for the price of lunch. -- James C. Collins, Chairman Emeritus, Sizzler International, Inc. Most small business-related books approach the implementation of business plans and strategic planning in a very traditional fashion. This one is different. It illustrates how to realistically turn a business plan into an action plan. But it does not stop there. The author discusses the most current methods of managing a business, e. g. , total quality management techniques, not in textbook style but in practical, everyday language. Her style of instruction is nothing short of excellent. This readable, practical work is useful for all levels. -- Fred Andrews, Springfield Community Technical College in Choice:...



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