



Business Strategy: Plan, Execute, Win!

Patrick J. Stroh

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Embrace strategies for improving your business and reaching your organization's goals

"I wholeheartedly agree with Patrick Stroh: Good leaders understand strategy and good strategists need to be good leaders. Make this book a strategic tool for improving your business strategy." — Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive*

In today's fast-moving and competitive business environment, strong leadership, insightful strategy, and effective innovation are critical links to staying ahead of your competition. Getting your business house in order can often be complicated, but does it really have to be? How do you take MBA 101 lessons, great models, and exceptional concepts and put them into play in the *real world*? **Business Strategy: Plan, Execute, Win!** strives to answer these questions in an educational and entertaining format. Working as a Fortune 20 practitioner with C-level executives, author Patrick Stroh has a keen understanding of the role played by current day strategists.

With 5 chapters following the format of "All I Ever Needed to Learn About Business Strategy I Learned..." At the Movies, On the Farm, On Shark Tank, On Hell's Kitchen, and From the Bible, readers will gain valuable strategic insight regardless of industry, business maturity, or current business turbulence and how to apply these insights based on the factors impacting their own business. Each chapter ends with a One Chapter Conclusion, Two Gold Nuggets the reader is to write down and Three Additional Resources/Tools for more information, offering a practical roadmap to simplifying your success.

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Richard Strohm:

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