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ldquo;Amid all the dross of managerial writing, Vaughan Evans has once again done an outstanding job in sifting for gold. 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These are 25 need-to-know tools to help them devise robust plans to get the business from A to B and help win the commitment of their teams." Ian Armitage, former Managing Partner, HgCapital nbsp; ldquo;Of all the books on business strategy, this is the most concise, lucid and elegantly structured statement of the current state of knowledge.nbsp; Brilliant, and beautifully written.rdquo; Jules Goddard, Fellow, London Business School nbsp; ldquo;Here are the main strategy tools, elegantly and vividly described, with the bonus of an often intriguing real life example placed alongside each one, from Samuel Adams to Zara, Marvel to Madonna. nbsp;Perfect reading for the long distance journey.rdquo; Stephen Lawrence, Chief Executive, Protocol Education Ltd and former Managing Director, Arthur D. Little nbsp; ldquo;A concise distillation of the writers's deep knowledge of strategic thinking, distilled into a highly readable format. Even the busiest executive should find time to read these excellent 25 pointers.rdquo;nbsp; Vince O'Brien, Director, Montagu Private Equity LLP nbsp; ldquo;Like economists, no two business strategists will come up with the same list of 25 most important strategy tools.nbsp; But Evans makes his case well and sets out his selection lucidly.nbsp; And the ratio of one case study per tool adds both relevance and zip to the book.nbsp; A terrific read.rdquo; Christine Harvey, former Director of Business Analysis and Planning, GlaxoSmithKlinenbsp;RD nbsp; ldquo;This book offers a refreshing insight into the core strategy tools.nbsp; Compelling reading for all.rdquo; Mike Garland, Head of Portfolio Group, Permira Advisers LLP nbsp; ldquo;An excellent book. I like the simple approach of just a short description plus a terrific case study per tool. This is the sort of book you can use in a number of ways depending on your familiarity with strategy and your time available.nbsp; It can either be a great read when flying to that business meeting or you can pick it up, read a section and put it down again without losing the thread.nbsp;The author acknowledges that strategy is 90% common sense, but you need a framework and a set of tools to corral those ideas into a credible business strategy. This book does that, and more.nbsp; It is a 'must have' for any manager making the leap from a series of great ideas to structuring a strategy, and an easy to use reference volume for the more experienced individual.nbsp; The book doesn't have everything, it isn't meant to, but what it contains is excellent, and verynbsp;readable ndash; idealnbsp;for a busy manager in a time poor modern business world.rdquo; Grahame Hughes, Founding Director, Haven Power Ltd nbsp; ldquo;Evans's earlier book on key strategy tools was a most useful reference, but there were an awful lot of them.nbsp; The 25 here are easier to handle ndash; and this time therers's a stimulating example to illustrate each one.nbsp; This book is as readable as yoursquo;ll find in the genre.rdquo; Jonathan Derry-Evans, Partner, Manfield Partners nbsp; nbsp;From the Back CoverIncludes 10 handy dorsquo;s and donrsquo;ts of strategy development nbsp; middot; nbsp;nbsp; Need powerful decision-making tools at your fingertips? middot; nbsp;nbsp; Want to get the most out of strategic thinking models like Porters's five forces? middot; nbsp;nbsp; Only want what you need to know, rather than reams of theory? nbsp; With the critical strategy tools required to drive your business forward, this book tells you what you need to know, fast. nbsp; 'A highly practical, punchy and brilliantly written guide to strategy. Perfect for managers who need to make big decisions with limited time.' nbsp; CHARLES IND, Managing Partner, Bowmark Capital LLP nbsp;About the Author Vaughan Evans is an independent strategy consultant (www.managingstrategicrisk.com) with a background in industry economics. He worked at management and technology consultants Arthur D. Little and at investment bank Bankers Trust. Vaughan graduated from Cambridge and has a Sloan Fellowship with distinction from London Business School. He is the author of four previous books, including the best-sellingnbsp;Financial Times Essential Guide to Writing a

Business Plan.