

STRATEGY IN ACTION

John Stretch



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Organisations succeed or fail as a result of the choices they make. This book provides a practical approach to developing and implementing business strategy. It is aimed at managers working in large and small organisations in this country and internationally.

The principles in the book are illustrated by many stories, case studies and anecdotes. Mostly, these have been drawn from South Africa's recent economic history, particularly the 20 odd years since 1990. There are half a dozen international examples.

Good business strategy results from creative thinking. This book is designed to help managers identify, understand and respond to long term changes in their environment and their industry, and to implement their strategy in the South African context.



John Stretch runs a consultancy in strategic management. His client base includes some of South Africa's largest companies in petrochemicals, logistics, retailing, financial services and manufacturing. He has also worked with public sector bodies including SARS, ESCOM, UNISA and the Reserve Bank of Botswana.

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