

The power of strategy innovation: a new way of linking creativity and strategic planning to discover great business opportunities

Johnston, Robert E., author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20437913&lokasi=lokal>

Abstrak

"PDMA's Visions: ""Credit Johnston and Bate for their bias for action -- the book is organized to foster implementation, with helpful process tips sprinkled liberally throughout, helpful chapter summaries and endnotes by chapter for convenient diving into referenced materials. The immediacy and clarity of the presentation should help you get right into the process.""