



# STRATEGY TOOLS

VAUGHAN EVANS

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## Praise for **25 need-to-know strategy tools**

“This is a highly practical, punchy and brilliantly written guide to strategy development. It is perfect for managers of large and small businesses who need to make big decisions, but have limited time for long tomes on business theory. An excellent read.”

Charles Ind, Managing Partner, Bowmark Capital LLP

“I wish I had written this book: extremely practical and clear, but full of rich content. It is a terrific compendium of all the major strategy tools, brought to life with great examples. Definitely the best strategy book around for people who think they can’t read strategy books.”

Marcus Alexander, Strategy Professor, London Business School

“This book does a superb job demystifying strategy and bringing it within the reach of anyone who takes the time to read it and apply the tools. Strategy made simple.”

Jeff van der Eems, Chief Executive Officer, United Biscuits International

“An excellent guide to setting strategy for businesses large and small. I particularly liked the focus on really understanding the sources of sustainable competitive advantage in the key areas of a business. The techniques described for achieving this, combined with the recommended emphasis on detailed quantitative analysis, will be of great benefit to any enterprise.”

Adrian Beecroft, Chairman, Dawn Capital and former Chief Investment Officer, Apax Partners

# 25 Need-To-Know Strategy Tools

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