

'A super useful toolkit for any strategist... an invaluable companion to any executive striving to develop a winning strategy for their organisation.'

Costas Markides, Professor of Strategy and Entrepreneurship,
London Business School

Key Strategy Tools

The 88 tools for every manager
to build a winning strategy

Vaughan Evans

2nd Edition



PUBLISHING
FINANCIAL TIMES

Praise for *Key Strategy Tools*

'This is a super useful toolkit for any strategist! Not only does it explain each tool clearly and concisely, but it also gives guidance how and when to use them and what to be wary of. It will become an invaluable companion to any executive striving to develop a winning strategy for their organisation.'

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'A broad yet accessible explanation of the range of strategy tools actually used by businesses. Whether you are an experienced strategy specialist or newer to the field, you will find this an invaluable guide.'

ROBERT SAMUELSON, COO, ZEGONA COMMUNICATIONS; FORMER EXECUTIVE DIRECTOR GROUP STRATEGY, VIRGIN MEDIA

Key Strategy Tools

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