



## Roadmaps and Revelations: Finding the Road to Business Success on Route 101

By Paul R. Niven

Wiley. Paperback. Condition: New. 224 pages. Dimensions: 0.0in. x 0.0in. x 0.0in. Rory Newmans company is going through big changes the kind no one likes having been bought by a global competitor that is now shaking things up. His new boss's first order of business is to demand that Rory come up with a new process for strategic planning to guide the company as it struggles to reinvent itself in the marketplace. Up until now, the company's strategic plans were made up of visions in the former CEO's mind. Now, Rory has got five short days to develop, formalize, and deliver a winning strategic planning process. Rory planned to use a leisurely drive down the 101, en route to his wife's family reunion, to gather his thoughts, but things change when he halfheartedly agrees to pick up his wife's second cousin Sydney Wise from the airport. To his astonishment, Sydney turns out to be instead of another maddening relative a strategic planning guru, entrepreneur and Rory's rescuer. Discover, along with Rory and Sydney, what strategic planning is really about, why it is important, and how to develop a simple yet powerful strategy your company can use to set it on the course to success. Through Rory's experience, you will find out why strategic planning is not something left to...



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