



# Mastering Strategy: Workshops for Business Success

*Michael R. Braun, Scott F. Latham*

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Fun to read yet full of powerful business information, this guide provides a comprehensive toolkit for crafting winning strategies in today's competitive environment.

- Presents the most effective and useful strategy concepts and frameworks in a condensed, easy-to-grasp and entertaining manner that anyone or any business can benefit from
- Provides many current and classic examples to show the application of the frameworks, making key concepts easy to understand
- Organizes information in a logical order where concepts presented in previous workshops provides the base for additional ideas or strategies, giving readers a synergistic, comprehensive picture of strategic challenges and opportunities
- Shows readers not just how to craft marketing strategy but also how to advocate for their strategic ideas

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