



The Mind of the Strategist

Kenichi Ohmae

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IN A GROUND BREAKING APPROACH TO STRATEGIC PLANNING IN THE WORLD OF BUSINESS KENICHI OHMAE GOES BEYOND THE STANDARD FORMULA FOR SUCCESS INTO THE MIND OF THE CREATIVE CORPORATE THINKER. IT IS DR. OHMAE'S CONTENTTION - SUPPORTED WITH FACTS AND FIGURES FROM COMPANIES SUCH AS SONY, NISSAN, HONDA AND YAHAMA - TAHT IN TODAY'S MARKET STRATEGIC THINKING IS THE KEY TO SUCCESS. HE SHOWS THE CREATIVE PLANNER IN ACTION - DISSECTING THE MARKET, WEIGHING THE COMPETITION'S STRENGHTS AND WEAKNESSES, QUESTIONING THE PREVAILING ASSUMPTIONS OF AN INDUSTRY, DISCOVE- RING THE ACTUAL NEEDS AND WANTS OF THE CUSTOMER, AND FINALLY, IMPLEMENTING THE STRATEGIES THAT MEAN SUCCESS IN THE MARKETPLACE. FILLED WITH VIVID, ON-TARGET ANECDOTES AND INNOVATIVE CHALLENGES TO CONVEN- TIONAL BUSINESS WISDOM IT WILL REVOLUTIONIZE THE WAY YOU DO BUSINESS.

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