



# Strategic Thinking: A Nine Step Approach to Strategy and Leadership for Managers and Marketers

By Simon Wootton, Terry Horne

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Now in its third edition, *Strategic Thinking*, takes you step by step through the questions to ask, in order to formulate strategies and write clear and concise strategic plans. Based on three core actions - creating knowledge, innovating ideas and implementing change - *Strategic Thinking* consists of hundreds of examples and advice on: how to gain a deeper understanding of your market; how to develop a strategic vision; how to think critically about proposals; how to survive and thrive in a recession; how to implement and manage strategic changes.

With online material to support each step and strengthen your ability to predict future changes, a section covering key aspects of leadership and neuroscience; and prompt sheets, action plans and useful summaries, this fully updated third edition is an all-in-one strategy manual for marketers, leaders, managers and business students.

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"I like this book because it is easy to apply in the real world" -- John Smethhurst, Business Strategist, Lancashire Business School

#### **About the Author**

**Simon Wootton** is a former consultant in the pharmaceutical industry and CEO of an Independent Mental Health Service.

**Terry Horne** was previously a Director of BTR Industries and Colt International. He now develops Masters programs on strategic marketing and leadership at Lancashire Business School.

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