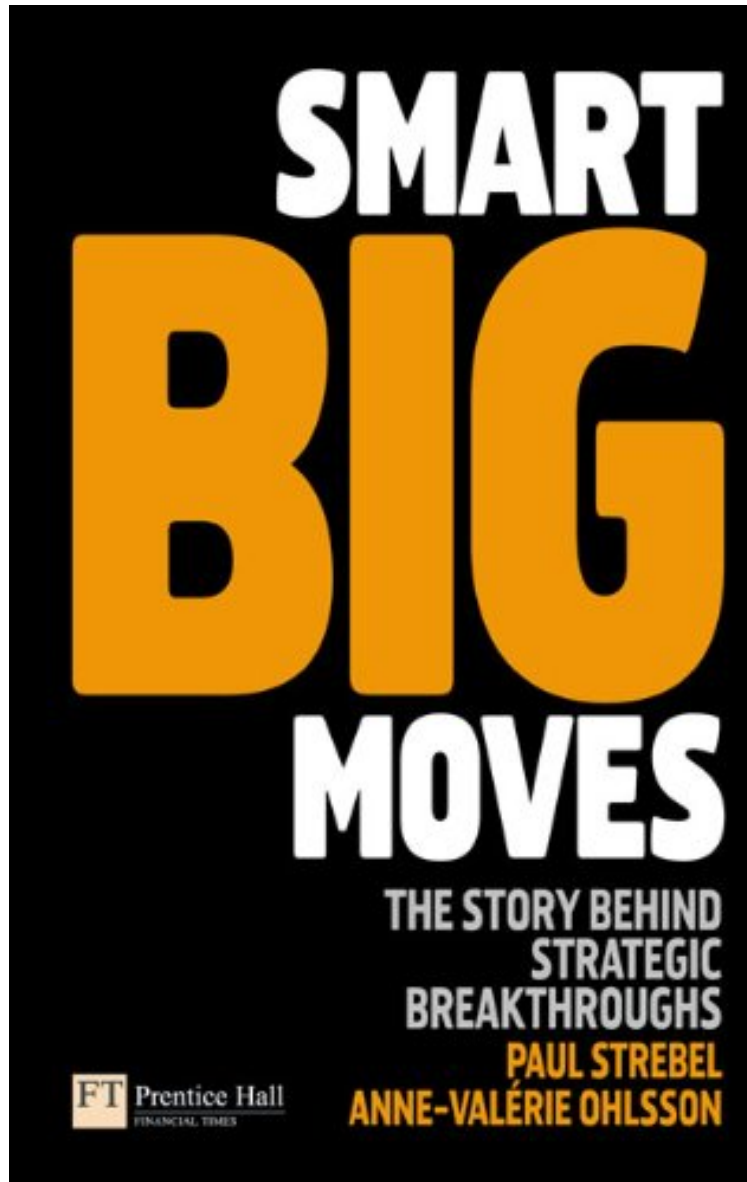


(Free) Smart Big Moves: The secrets of successful strategic shifts (Financial Times Series)

## Smart Big Moves: The secrets of successful strategic shifts (Financial Times Series)

*Paul Strebel, Anne-Valerie Ohlsson-Corboz*  
*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#2372471 in eBooks 2010-04-08 2010-04-08 File Name: B00ABMPBQ0 | File size: 49.Mb

Paul Strebel, Anne-Valerie Ohlsson-Corboz : Smart Big Moves: The secrets of successful strategic shifts (Financial Times Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Smart Big Moves: The secrets of successful strategic shifts (Financial Times Series):

No company, however successful, can coast happily along forever doing more of the same. In today's fast-moving business world products can become obsolete almost as soon as they hit the shelves; tough competition can emerge from new regions of the world; and company structures and processes can become a block to progress rather than a platform to success. Businesses must be able to make the big strategic changes needed to keep up. This is not an ordinary business book. It uses the fictionalised story of the ups and downs of a real company to show you how best to respond to the big challenges every company faces; be it a huge multinational or a small start-up; faces from time to time. Using this unique format, the book shows you how to make smart big moves that will keep you ahead of the game and help you avoid risks and pitfalls. It explores both business decisions and the human issues involved in making strategic shifts. Smart Big Moves will help managers to make smarter decisions about the change programmes they embark on.

"... provides guidance on how to get those big decisions right in the first place... It is a must-read for all managers thinking about the long-term future of their organisation" - Professional Manager, Jan 09 (readership 100,000)

From the Back Cover: "... combines a great story with great business insight. I love this book!" Mr Karimattam Davasia, President Executive Director, Mahindra Mahindra Ltd

"Read it!" Renato Fassbind, CFO, Credit Suisse

This is not an ordinary business book. It uses the fictionalized story of the ups and downs of a real company to show you how best to respond to the big challenges every company faces; be it a huge multinational or a small start-up; faces from time to time. Ride the rollercoaster of real business moves with the cast of Smart Big Moves: Erik, the former software executive turned entrepreneur in the health food market; Per, his ambitious business partner; Bjorn, the ever-helpful mentor with an MBA under his belt who is always ready to hand out advice and case studies; Caroline, the talented consultant brought in to help smooth the strategic shifts. And watch out for the twist in the tale!

Through this engaging, entertaining and thought-provoking story, you will learn the secrets of formulating smart big moves using the three critical elements of smart psychology, smart strategy and smart risk management. WHEN YOU NEED TO MAKE A BIG MOVE, MAKE SURE YOURS IS A SMART ONE!

About the Author Paul Strelbel is the Sandoz Family Foundation Professor of Strategic Change Management at IMD, Lausanne. He has worked privately with top management teams on strategic change and as a keynote speaker and seminar leader for numerous multinationals, including most Nokia, Swisscom and Credit Suisse. He has published six books, as well as articles in top business journals. He received the 2004 Award for Research on Leadership from the Association of Executive Search Consultants for his article "The Case for Contingent Governance"; Anne-Valeurie Ohlsson has been a Research Associate at IMD since 1999, working on business strategy, mergers acquisitions and the challenges of managing people in a global organization. She also has substantial experience as a practitioner, having worked in marketing roles for Pfizer and the International Olympic Committee. Anne-Valeurie is co-author, with Jacques Horovitz, of *A Dream with a Deadline: Turning Strategy into Action* (FTPH, 2007) and has also written for Sloan Management and the FT Handbook of Management.