



## **Developing Strategic Thought: Rediscovering the Art of Direction-Giving (Mcgraw-Hill Developing Organizations)**

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Changes in the business environment have exposed the inadequacies of managers and directors who act "top-manager-as-action-hero", focusing on short-term, bottom line goals. Organizations are beginning to realize that "managing" is not the same as "directing" and that shaping an organization and preparing for the future is a very different function from dealing with day-to-day business. This text focuses on the power of strategic thinking to balance direction. Strategic thinking is not strategic planning: it is a reflective process which analyzes the wider perspective to help direct the organization. The book covers the whole process with contributions from major international practitioners and thinkers who are leading the way in strategic thinking.

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