

# Communicating Strategy - Phil Jones

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Phil Jones' Communicating Strategy is designed to help you communicate your organization's strategy in a compelling and effective way, and dramatically improve implementation and the resulting outcomes. It provides a clear framework for building a communication plan as well as practical information, techniques, tools, tips and exercises that can be applied to explain and deliver a complete and coherent strategy message. Author: Jones, Phil Publisher: Gower Illustration: N Language: ENG Title: Communicating Strategy Pages: 00198 (Encrypted EPUB) On Sale: 2008-02-01 SKU-13/ISBN: 9780566088100 Category: Business & Economics : Economics - General

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