



# The Strategist CEO: How Visionary Executives Build Organizations

*Michel Robert*

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## **The Strategist CEO: How Visionary Executives Build Organizations** Michel Robert

This is a practical guide for CEOs and corporate managers who want to improve their ability to develop corporate strategy, chart the direction of their organization, and involve their key executives in the successful implementation of that strategy. Robert describes a unique and proven method for setting and implementing strategy and for dealing with the qualitative variables that face an organization. The work begins with an examination of the common pitfalls of strategic planning. Subsequent chapters introduce the concept of strategic thinking (a necessary prerequisite to strategic planning), and treat common obstacles and misperceptions. After the concepts have been clearly elucidated, the author goes on to describe their implementation in a variety of corporate settings.

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