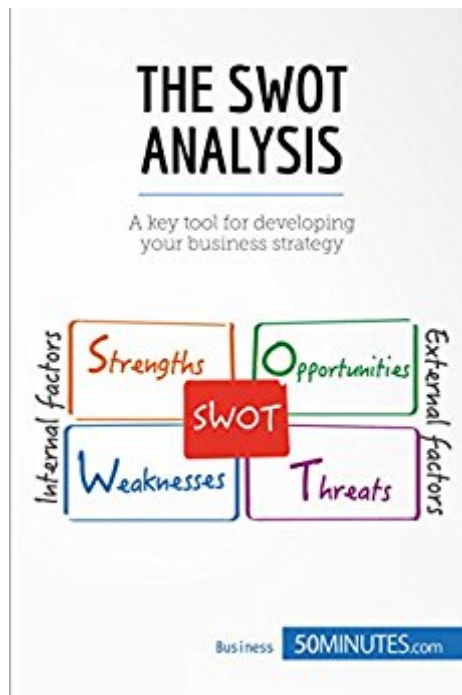




The book was found

The SWOT Analysis: A Key Tool For Developing Your Business Strategy (Management & Marketing Book 21)



Synopsis

Develop strengths to decrease the weaknesses of your business. This book is a practical and accessible guide to understanding and implementing the SWOT analysis, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Determine the strengths, weaknesses, opportunities and threats of your business
- Distinguish the factors that affect the internal functioning and external environment of your business
- Develop a coherent strategy

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50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

Book Information

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Customer Reviews

This is my first exposure to this type of business analysis. It is very simplistic and understandable. It serves as a common language for a diverse group of people in an organization that might be involved in strategic planning.

Concise little reference guide that is easy to carry

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