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Strategy implementation - or strategy execution - is a hot topic today. Managers spend significant resources on consulting and training, in the hope of creating brilliant strategies, but all too often brilliant strategies do not translate into brilliant performance.

This book presents new conceptual models and tools that can be used to implement different strategies. The author analyses how market leaders have benefitted from successful strategy implementation and provides the reader with a comprehensive and systematic framework to tackle strategy implementation challenges.

Have clear strategic choices been made? Are actions aligned with the strategy? What's the organizational context for the strategy? In answering these simple questions, the book provides students of strategic management, along with managers involved in designing and implementing strategies, with a valuable resource.