

The Vest-Pocket CEO

By Alexander Hiam

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The Vest-Pocket CEO

Decision - Making Tools for Executives

An at-a-glance practical guidebook for tackling nearly every business problem . . .

Here are 101 innovative solutions to the most challenging problems facing today's decision makers—solutions taken from some of the most successful corporations in the country!

Just a few of these powerful techniques and tools include:

- ▶ Honeywell's 7 tactics for managing a product development team
- ▶ Ernst & Whinney's customer service checklist
- ▶ Boston Consulting Group's Growth Share Matrix, to maximize a company's portfolio performance
- ▶ Price Waterhouse's application of Kawasaki Heavy Industries' "just-in-time" production system
- ▶ Rand Corporation's Delphi Technique for accurate sales forecasting
- ▶ and many more!

Alexander Hiam

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