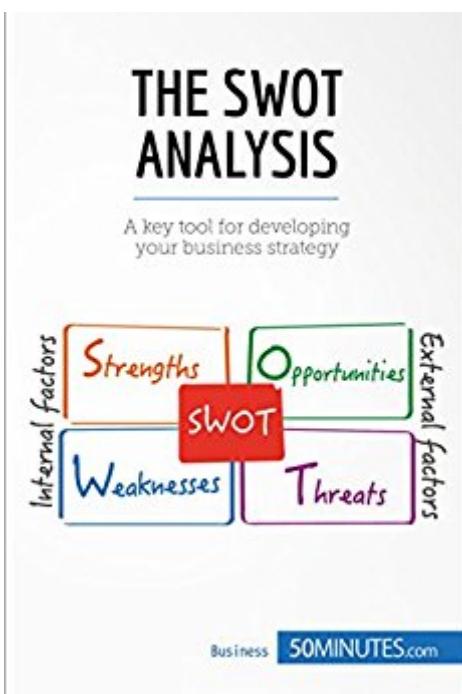


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# The SWOT Analysis: A Key Tool For Developing Your Business Strategy (Management & Marketing Book 21)



## **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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## **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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