



On the Fly: Executing Strategy in a Changing World

Stephen J. Wall

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On the Fly presents a model for allowing strategies to evolve in response to external changes, while still making use of the analytical tools that can help to predict the likely success of possible different actions. It addresses the importance of involving people at all levels of the organization while also acknowledging the importance of control and the different roles that strategists at different levels will need to play.

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