

Business tools that make the difference. The world is a complex place and business is a complicated matter. So it's essential that managers approach their daily challenges with a set of tools that will help them cut through clutter, make sense of what's happening, make critical choices and trade-offs, design strategies that are likely to work – and turn their ideas into action. Every page of this book offers the common sense that managers need. Tony Manning has been an independent consultant in strategy and change management since 1987. He was formerly chairman and CEO of the McCann-Erickson advertising agency in South Africa and head of marketing for the Coca-Cola Export Corporation in Southern and Central Africa, and served as chairman of the Institute of Directors of Southern Africa from 1999 to 2001. He works with large companies in many industries, specialising in corporate turnarounds and growth strategies, and acts as a counsellor to chief executives. He features as a keynote speaker at numerous major conferences, and is the author of nine management books, including the bestselling *Making Sense of Strategy*, *Discovering the Essence of Leadership* and *Competing Through Value Management*.

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