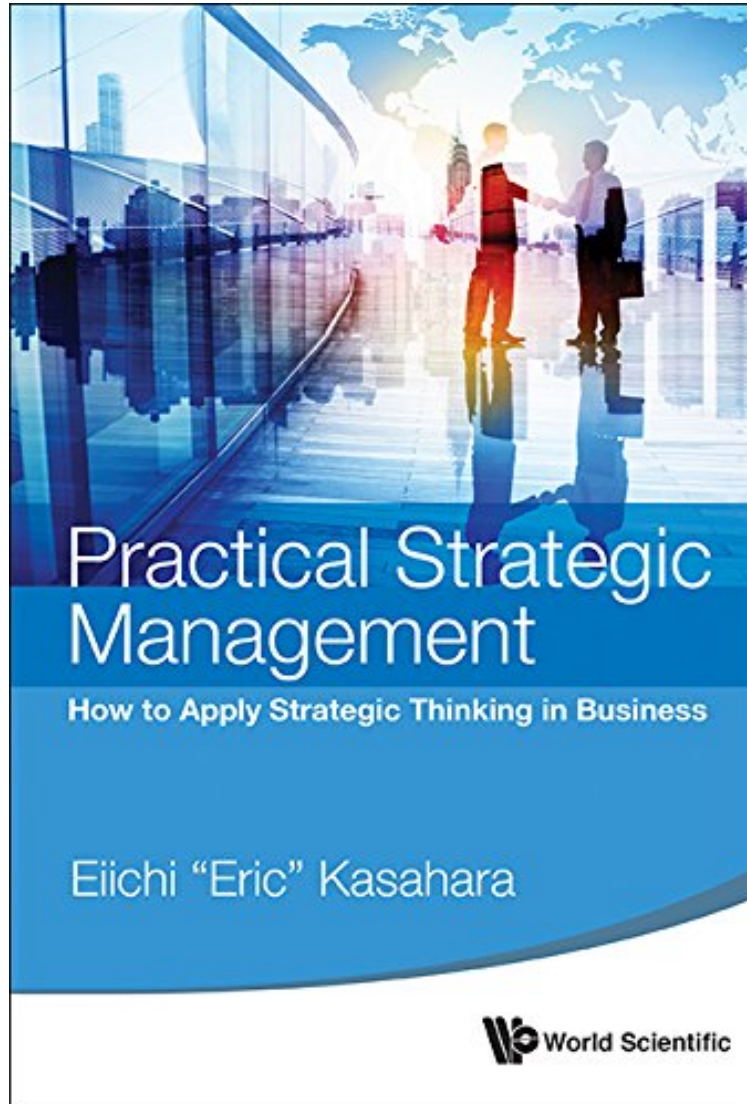


Practical Strategic Management:How to Apply Strategic Thinking in Business

Eiichi "Eric" Kasahara

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management to business strategy, competitive strategy, marketing management, strategic marketing, one-to-one marketing, consumer behaviorism, growth strategy, functional strategy, and technology management. In addition, there are also many how-to books on strategy formulation. But not many books on the topic are written with a step-by-step guide on making practical strategic management decisions. The author presents 15 steps that combine strategy and marketing aspects in business. The steps are presented systematically and holistically. Readers will be able to maintain the "big picture" perspective, while being able to dive deep into each step. The guide is not written for "ideal situations" in business. Much attention is given to being aware of market trends, business competition, and the limitations of resources, to be able to apply practical strategic thinking in business.

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About the Author Eiichi "Eric" Kasahara, born in 1958, is a Japanese management consultant and researcher. He has a PhD in International Studies and serves as president of the Asia Pacific Research Institute of Marketing (APRIM). His specialities are in industrial goods marketing, management strategy, consumer behavior, marketing management, marketing research, global marketing, venture management, and other fields. Kasahara earned his PhD from the International Studies Program of Waseda University Graduate School (International Management), his MIM from Thunderbird School of Global Management, and his CPD from Wharton School. He consults at the Asia Pacific Research Institute of Marketing on cross-functional problem-solving support for industrial goods companies listed on the Tokyo Stock Exchange as well as venture companies and growing medium size business clients in areas ranging from research, development, and business development to marketing, sales, finance (IPO, MA), corporate communication (CI, IR), executive training, and more. He is also a member of Japanese Academy of Small Business Studies; The Japanese Society for Science Policy and Research Management; Academic Association for Organizational Science; and The Japanese Academic Society for Ventures and Entrepreneurs. He is a guest researcher at Shibaura Institute of Technology Graduate School (2013–present) and a researcher at Rikkyo University Institute of Tourism (2013–present).