## The One Thing You Need to Know: The SCQuARE Way to Better Business Planning and Decision Making (Paperback)



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## Reviews

*Very useful to any or all group of folks. It really is rally interesting throgh reading through period of time. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Mrs. Dorris Wintheiser)* 

## THE ONE THING YOU NEED TO KNOW: THE SCQUARE WAY TO BETTER BUSINESS PLANNING AND DECISION MAKING (PAPERBACK)



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John Wiley Sons Inc, United States, 2013. Paperback. Condition: New. Reprint. Language: English . Brand New Book. A tried and tested formula for business planning What is the one thing you need to know in business? What s the single most important aspect of business to master in order to succeed and grow? It has to be planning. Whether you re sitting down to plan a whole brand strategy or tasked with planning a single product and taking it to market, nailing the planning and decision making will ensure you have full buy-in from all stakeholders, a high level of market knowledge, know exactly what value your product or service brings and a thorough understanding of how the financials will work. In short, you Il have an idea that succeeds. Ross Lovelock and his company SCQuARE have spent the last 20 years developing a formula for such planning. Ross has shared this formula with some of the world's leading companies now he's going to share it with you. The One Thing You Need to Know is a complete business skill of creating and selling plans \* Learn how to think through a complex business problem, create the right solution and then sell it through the corporate maze \* Explains exactly how to distil vast amounts of information into a compelling business story that will warrant a YES decision from the boss.

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