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By Simon Wootton, Terry Horne

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With online material to support each step and strengthen your ability to predict future changes, a section covering key aspects of leadership and neuroscience; and prompt sheets, action plans and useful summaries, this fully updated third edition is an all-in-one strategy manual for marketers, leaders, managers and business students.

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#### About the Author

**Simon Wootton** is a former consultant in the pharmaceutical industry and CEO of an Independent Mental Health Service.

**Terry Horne** was previously a Director of BTR Industries and Colt International. He now develops Masters programs on strategic marketing and leadership at Lancashire Business School.

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