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I bought this book expecting to find the instructions for practical application of the McKinsey 7S Framework. Instead, I read the "theory" I could find just googling. The example is very general and does not demonstrate how the writers come to the conclusions. Not worth the money I paid...

Boost business performance, prepare for change and implement effective strategies
This book is a practical and accessible guide to understanding and implementing the McKinsey 7S framework, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand the 7 aspects of this dynamic model
- Realize how these aspects are interconnected and the impact this has on your business
- Use the 7S framework to implement new projects and changes into your business

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50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.