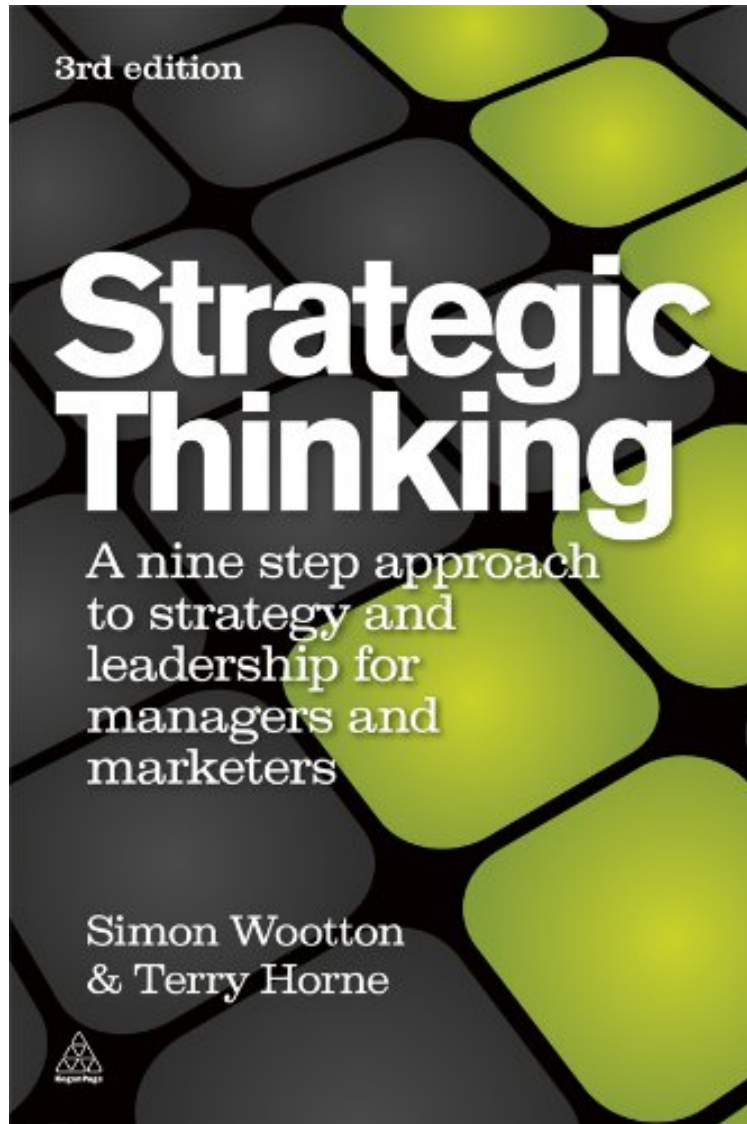


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# Strategic Thinking: A Step-by-step Approach to Strategy and Leadership

*Simon Wootton, Terry Horne*

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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.