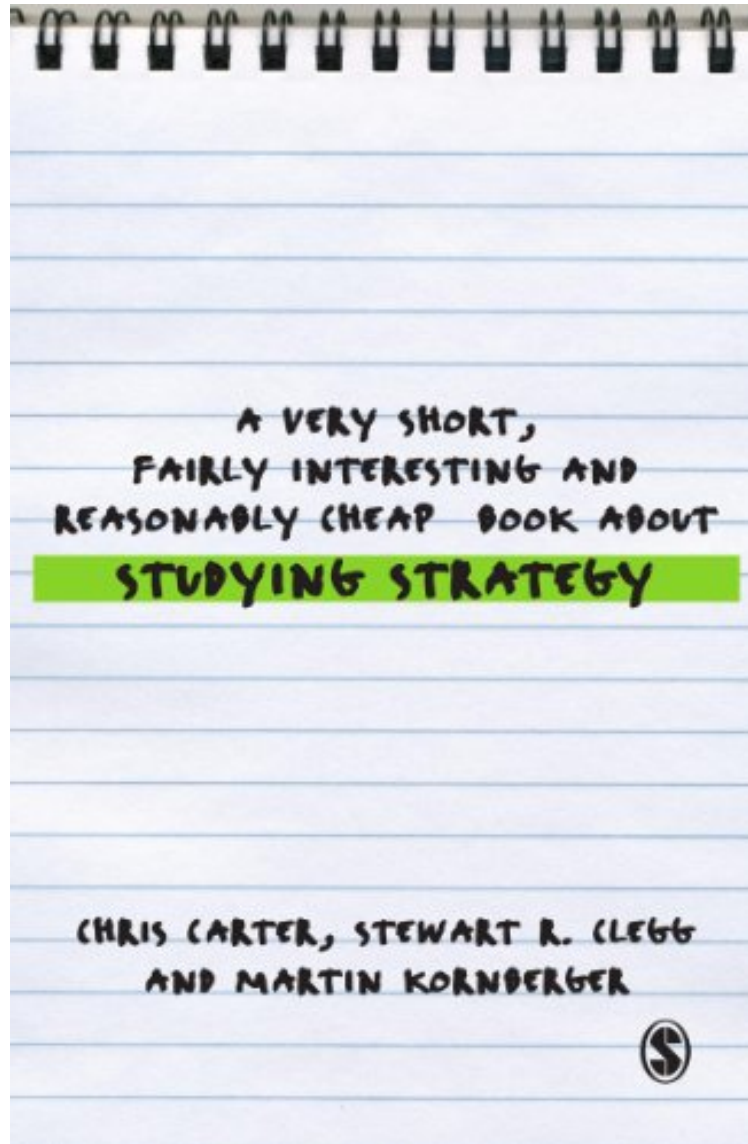



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A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Strategy (Very Short, Fairly Interesting Cheap Books)

Chris Carter, Stewart R Clegg, Martin Kornberger
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Chris Carter, Stewart R Clegg, Martin Kornberger : A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Strategy (Very Short, Fairly Interesting Cheap Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Strategy (Very Short, Fairly Interesting Cheap Books):

4 of 4 people found the following review helpful. Best for those involved with strategy. By Shannon TA couple of things about this book: 1. The title is misleading. It is, in-fact, not 'very short'. Though it may only be 170 pages (or thereabouts), it took me many, many hours of reading and rereading in order to absorb the many theories and studies that are presented in the text. Additionally, at \$20 for the Kindle edition, it is not what I consider 'reasonably cheap.' 2. If you're not involved with strategy in your organization, this will most likely bore you to tears. I read this for the capstone course in my MBA program. I was warned ahead of time that it was the most boring book some of my classmates have ever read. With that said, I did find it 'fairly interesting' based on the fact that I actually am a strategic planner. Much of the content was applicable to what I do, and for the most part I could appreciate the authors waxing lyrical about strategy. However, I am vastly in the minority among my classmates when it comes to enjoyment and knowledge extraction from this book. 3. Though I did glean some pearls of wisdom, this text is a perfect example of academia being self-perpetuating. Although I admitted above to finding parts of it interesting from a strategist's perspective, the content is probably more appealing to business strategy professors rather than actual business strategy practitioners. (I should admit that I tend to be somewhat of a nerd when it comes to theory, so I enjoyed the academic-ness of it.) For the most part, the book is structured as so: a study by a professor is presented, another professor(s) studies that study, a different professor(s) finds faults in the study, still yet another professor(s) critiques and delves deeper into the study matter, and some other professor(s) decides to begin a completely new study based on the old study. And the authors of the book disagree with all of the studies (after they've presented an entire chapter going over every detail of said studies). Repeat. Overall, it was a tolerable read. It was like reading a very, very long lecture. You'll get some nuggets of knowledge out of it, but for the most part it's lots of droning on and on. 1 of 1 people found the following review helpful. Proposed new title: A very detailed and dense, but illustrious and flowery depiction of the Academic study of strategy... By Eric Jenkins I have to agree that the text was not an "easy" read, but it was a very comprehensive view on the insights of the authors perspective on the study of strategy. I think it's fair to say that this book is really not so much about being a strategist, or even strategy in action per se, but that it is focused on the 'study of the study of strategy.' It uses extremely complex, flowery language to depict what are at times fairly simple concepts. This book is so thorough and dense, I would recommend anyone reading it (if you're being tested on it; if you're not, I would take a moment to question why you are reading it) write an outline of it to keep track all of the players and theories presented. I humbly agree that some of the words used, like "tautological" for example come off as pretentious, as the previous reviewer suggested. Finally, I found myself crossing words and sometimes whole phrases within mangled, contorted sentences out with a pencil that were completely unnecessary to get the point across. In the end, I agree with the authors, my career and salary would have likely benefited more by studying Machiavelli than studying this book. In its defense, it gives a very detailed and solid foundation on the study of strategy and clearly displays the authors epic mastery of the subject, not to mention, the English language. 0 of 0 people found the following review helpful. Not so interesting By Katie G. I wouldn't consider this book the most interesting by any means but it is nice that it is relatively short. It is a small book but very easy to hold. I wish it was a little cheaper for how small of a book it is.

'If strategy is the queen of business, then this book offers us the perfect introduction to her court! It is accessible, lively, and informative. The book repays the reader with wonderful account of how strategy works. It also lets the reader in on some of the darker secrets of strategy' - nbsp; Andreacute; Spicer, Associate Professor of Organisation Studies, Warwick Business School Conceived by Chris Grey as an antidote to conventional textbooks, each book in the 'Very Short, Fairly Interesting and Reasonably Cheap' series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way. Studying Strategy is a welcoming, lively and thought provoking account that helps students get to grips with strategy's key issues and broad debates and introduce them to the latest ideas. Suitable for students of strategy at Undergraduate, Masters and MBA level, professionals involved in strategic decision making and anyone interested in how strategy works. nbsp;

'I love this book...it is novel, punchy and extremely well written. It takes the pomposity out of strategic management, showing that strategy is everywhere and can really help with the complicated jargon. A great read, buy it!' - Cary L. Cooper, Professor of Organizational Psychology and Health Lancaster University Management School 'If strategy is the queen of business, then this book offers us the perfect introduction to her court! It is accessible, lively, and informative. The book repays the reader with wonderful account of how strategy works. It also lets the reader in on some of the darker secrets of strategy' - Andre Spicer, Associate Professor of Organisation Studies Warwick Business School prime; I love this book...it is novel, punchy and extremely well written. It takes the pomposity out of strategic management, showing that strategy is everywhere and can really help with the complicated jargon. A great read, buy it! prime; - Cary L. Cooper, Professor of Organizational Psychology and Health Lancaster University Management School prime; If strategy is the queen of business, then this book offers us the perfect introduction to her court! It is accessible, lively, and informative. The book repays the reader with wonderful account of how strategy works. It also

lets the reader in on some of the darker secrets of strategyprime; - Andreaacute; Spicer, Associate Professor of Organisation StudiesWarwick Business SchoolAbout the AuthorProfessor Chris Carter is from Cornwall, he teaches strategy at the University of St Andrews and also holds a visiting fellowship at the University of Technology, Sydney. His research explores the politics of strategy and campaigns. Chris received his PhD in Organization Theory from Aston Business School.nbsp; He lives in Edinburgh. Stewart Clegg is a prolific publisher of several hundred articles in leading academic journals in strategy, social science, management and organization theory; is also the author and editor of about fifty books, as well as a Fellow of the British Academy of Social Sciences, a Distinguished Fellow of the Australian and New Zealand Academy of Management, a Fellow of the Academy of the Social Sciences in Australia, and the recipient of significant awards from the American Academy of Management for his contributions to management theory and practice.Martin Kornberger received his PhD form the University of Vienna in 2002. Currently he works as full time Visiting Professor at the Department of Organization, Copenhagen Business School. Trained as philosopher, he researches and teaches about practices of organizing, strategizing, accounting, and marketing, and explores how they shape, and are shaped by, the economy and society at large.