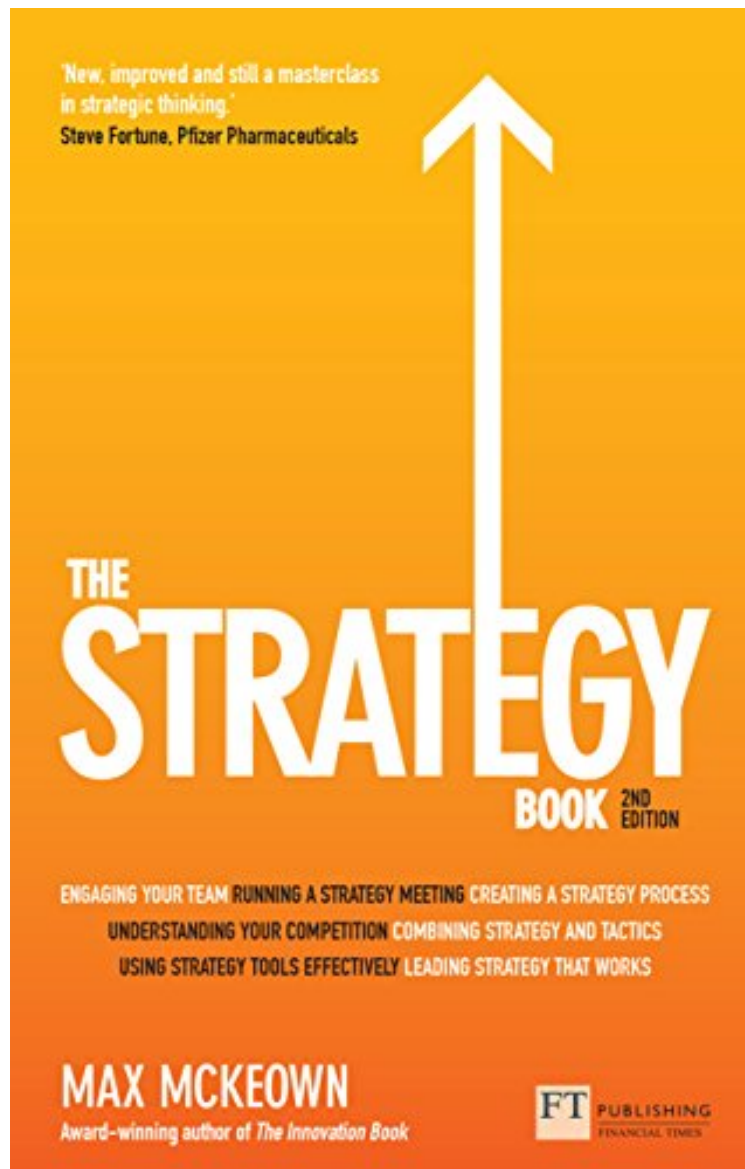


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The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results

Max Mckeown

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This Second Edition of The Strategy Book, continues the great work of the first presenting tremendously useful frameworks in an understandable and concise way. The examples from the real world have been strengthened but aren't long winded. Out of many strategy books I read during my MBA I found the toolbox section of this book the most useful. I've used it at work and actually ended up giving my copy of the old edition to a coworker who really found it helpful. I'd highly recommend this book not just to MBA students, but to those in business who want to rethink how they approach their strategies. This book is not meant to be an all encompassing textbook on strategy. It is meant to be a good high level introduction and handy desk reference guide for those who have studied this material elsewhere. For those who want to dive deeper into any of the topics the references are quite handy. For the price, you really get a lot of strategic bang for your buck.

Thinking strategically is what separates managers and leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real world strategies. It can be read as a whole or you can dip into the easy-to-read, bite-size sections as and when you need to deal with a particular issue. The structure has been specially designed to make sections quick and easy to use and you'll find yourself referring back to them again and again.

From the Back Cover
STRATEGY IN ACTION nbsp; WINNER OF COMMUTER'S READ, CMI MANAGEMENT BOOK OF THE YEAR AND AMAZON'S BEST BUSINESS BOOKS AWARD nbsp; The Strategy Book focuses on how you can create powerful strategies to deliver success in a competitive world. It answers the following questions: What do we know about strategy? What can creative strategy do for you? How can you effectively create winning strategies? How to think and act strategically? How can you engage people with strategy? How do you avoid pitfalls, problems, and screw-ups? nbsp; Using the art and science of strategy, The Strategy Book has been fully updated and will help you tackle the really important challenges you face both in developing strategies and putting them into action. Its aim is to give you best ideas wrapped up in a usable, enjoyable package. nbsp; 'Max Mckeown demystifies the strategy process and challenges the reader to really think and take action. nbsp; With its rich array of strategy tools, this book will help bridge the "theory-practice gap" to produce results which really matter.' Professor Linda Holbeche, author of The High Performance Organisation , Centre for Leadership Innovation, University of Bedfordshire nbsp; 'A great and truly helpful book which I fully expect to reference back to for years to come.' Geir Holmer, ex-Virgin Media Independent Consultant nbsp; About the Author
Max Mckeown is an author, consultant nbsp; popular speaker in the strategy field. He shares cutting edge research with clients in the real world of major corporations. Max has a PhD nbsp; MBA with a speciality in strategy and strategic change. His clients include: Microsoft, Virgin, Sun International, 2012 Olympics, Toyota and Topshop.