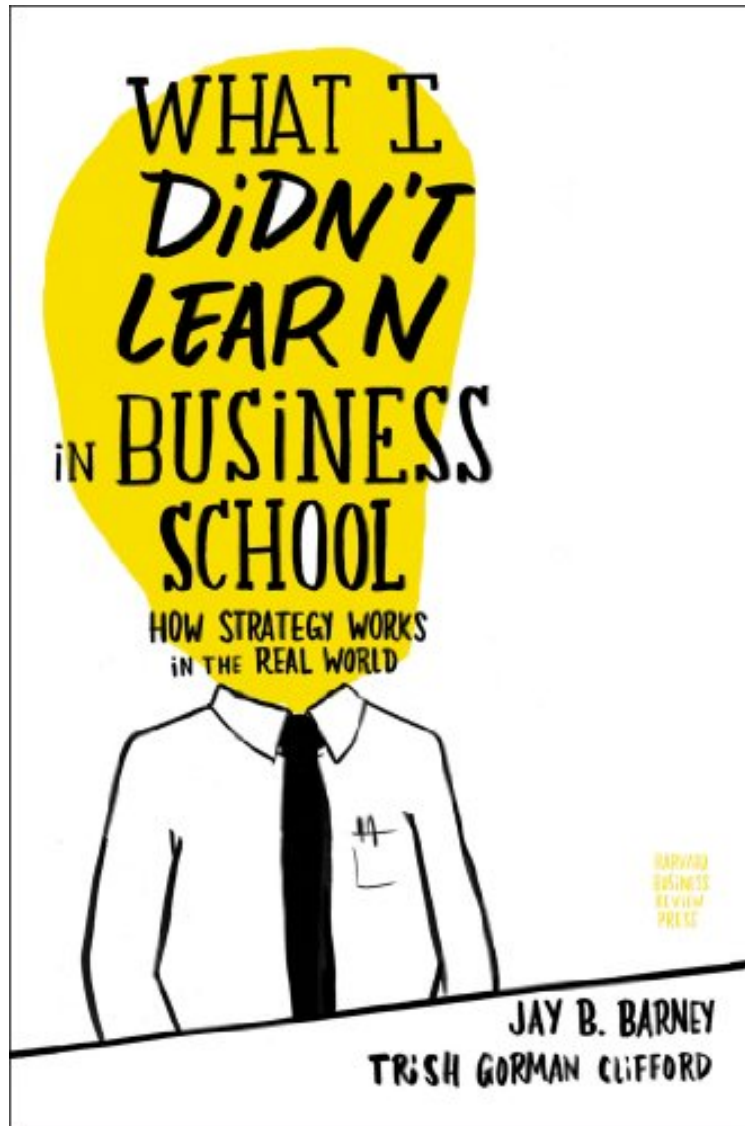


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What I Didn't Learn in Business School: How Strategy Works in the Real World

Jay Barney, Trish Gorman Clifford
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Jay Barney, Trish Gorman Clifford : What I Didn't Learn in Business School: How Strategy Works in the Real World before purchasing it in order to gauge whether or not it would be worth my time, and all praised What I Didn't Learn in Business School: How Strategy Works in the Real World:

1 of 1 people found the following review helpful. Realistic depiction of life as a "newbie" consultant By Nicole D. This book was required reading for a strategic management class I took. I have to say, I was dreading another "textbook," but this is definitely not a textbook. It was actually very enjoyable and easy to read. It walks through as "Justin," a new

MBA grad works through his first client engagement as part of a team of strategy consultants. Having worked as a consultant myself, the scenarios that Justin encountered brought back some fond (and some not so fond - ha!) memories of my early days in consulting. Though there were some parts that I felt were a bit of a stretch (such as one day when Justin just decides to work from his hotel all morning without telling anyone on his team where he would be), I feel that the authors generally did a great job of crafting a realistic scenario that captures a lot of the experiences that you don't learn about in a textbook. Although this was required reading for me, I'd even recommend it for someone who hasn't worked on a collaborative team in the past and is entering the consulting world for the first time. 1 of 1 people found the following review helpful. Like a bad romance novelist decided to write a business case. By James The good is that "What I Didn't Learn in Business School" does a good job of presenting what it's like to be a junior consultant: long hours, short deadlines, and challenging problems. It also explains a number of core frameworks and ideas well, and provides an excellent reading list. The bad is that the writing is terrible. It really is like a bad romance novel turned into a business case. The descriptive language is generic, the plot devices are predictable, and the entire thing is slightly painful to read. (Though somehow also a bit addictive--like a bad romance novel.) TL;DR-- Good reading for learning, bad reading if you like good writing. 0 of 0 people found the following review helpful. interesting take on explaining the 'real world' to MBA hopefuls. By Tyler, MBAThis books was required reading for an elective within my MBA program, and its honestly more informative than one might think. As a novel, it lacks the hard fact feel of many business oriented reads, but gives an authenticity and real feeling that those books just can't. I've never actually been connected to a business book quite like this, as the reader begins to have an almost personal connection to Justin and his trials and tribulations. I recommend this to those in a similar situation to myself: Graduate student looking to start a career within the business world with no real amount of experience. The insights the authors give are true to what we've all heard the real working world will hold... But tying yourself to the storyline sends the message home that much more

Meet John Downs. He's a new MBA graduate who's landed a job with a strategy consultancy. His engagement team is on a mission: help HGS Inc., a specialty chemicals firm, define and execute a strategy for exploiting a textile technology the company developed. John and his team deploy state-of-the-art strategy tools to analyze the attractiveness of potential markets for the technology. But they soon realize the tools don't help them grapple with the human side of strategy--including political forces swirling within HGS. Everyone involved in the engagement is biased and insecure, brilliant and hardworking, selfish and lazy, loyal and dedicated. John and his cohorts aren't "real"-- What I Didn't Learn in Business School is a business novel. But they're realistic: they're just like us. Their story reveals the limitations of strategy tools and demonstrates tactics for navigating the messy, human dynamics that can make or break a company's strategy efforts. This engaging book uses the power of story to present potent lessons for anyone seeking to excel at strategy management. It's a compelling read--whether you're an MBA grad struggling to apply what you learned or in the fray and eager to see what MBAs get wrong when they land in the real world.

Written as a novel, this book is an engaging way to give readers a glimpse of what's really involved in developing business strategy. T+D Magazine A worthwhile read if you are taking your first steps to developing corporate strategy. Business Standard (India) interesting, important, unique, and realistic business novel. Highly recommended. CHOICE Magazine