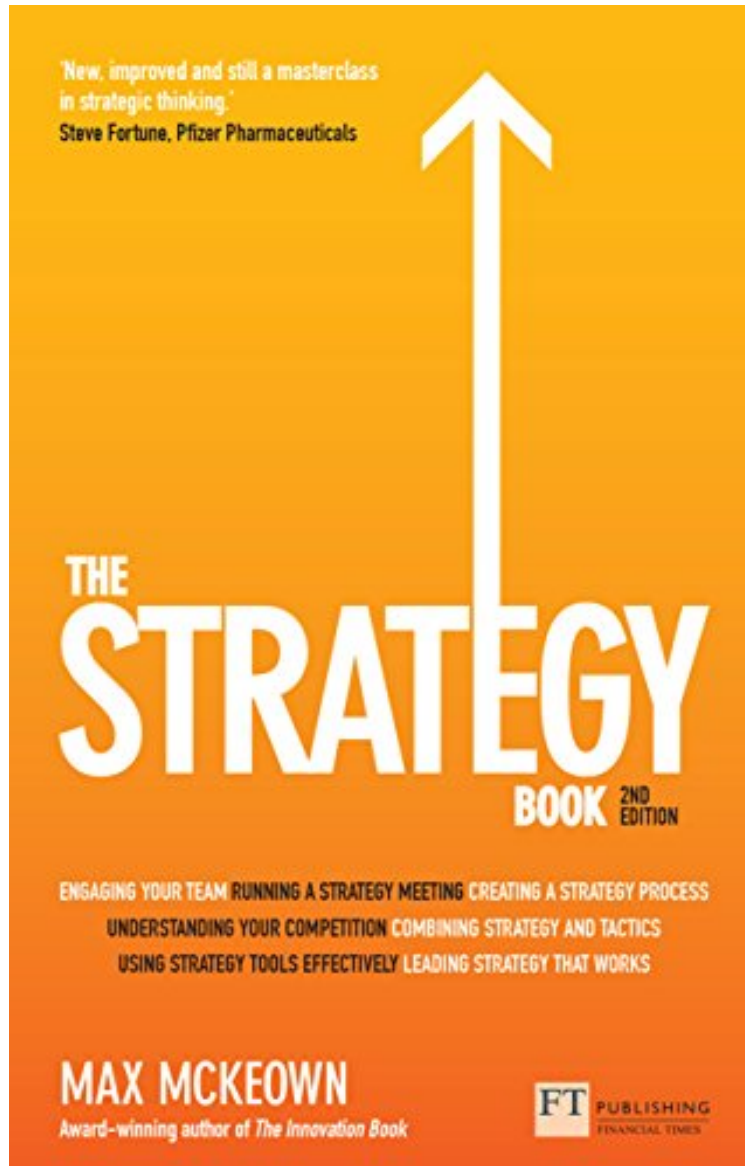


(Ebook pdf) The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results

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

Max Mckeown

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**Max Mckeown : The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results:

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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 -- 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.