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“The smart strategist allows strategy to be shaped by events. Good reactions can make great strategy. Strategy involves competition of goals, and the risk is the difference between those goals and the ability of the organization to achieve them. So part of the risk is created by the strategy.” — Max Mckeown, *The Strategy Book*

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Max Mckeown 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.

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A brilliantly succinct book that brings strategy planning and implementation down from the vaporous conceptual heights of theory and makes it concrete, practical and accessible. Max Mckeown's *The Strategy Book* is structured, well-written and actionable starting with a reflective look on personal skills as a strategist, exploring development of strategy and then implementation and management.

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Max Mckeown is an author, consultant & popular speaker in the strategy field. He shares cutting edge research with clients in the real world of major corporations. Max has a PhD & MBA with a speciality in strategy and strategic change. His clients include: Microsoft, Virgin, Sun International, 2012 Olympics, Toyota and Topshop.

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So if you want a good read in business strategy 1o1, Max Mckeown wrote the book for you. That's all I got today.

The Strategy Book Free Summary by Max Mckeown

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The Strategy Book : Max Mckeown : 9780273757092

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