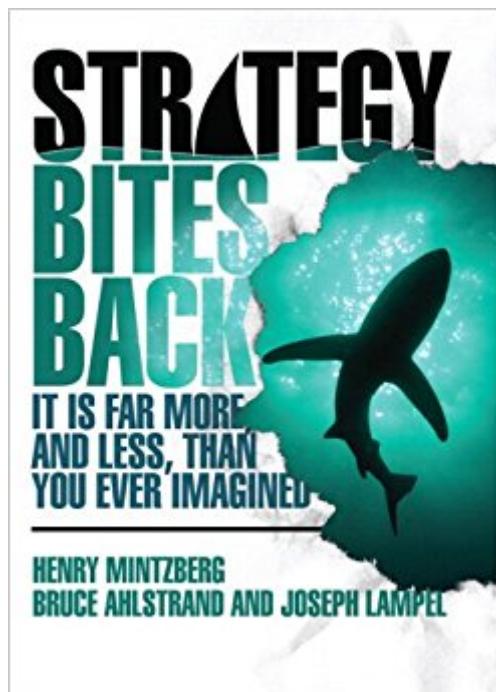


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Strategy Bites Back: It Is Far More, And Less, Than You Ever Imagined (paperback)



Synopsis

Strategy Bites Back is the antidote to conventional strategy books -- and conventional strategy formation. Edited by the legendary Henry Mintzberg, it contains contributions from everyone from Gary Hamel to Napoleon Bonaparte, Michael Porter to Hans Christian Andersen: essays, poems, case studies, cartoons, whatever it takes to 'free your mind' and unleash the crucial emotional side of strategy formation. Coverage includes: strategy and brinkmanship, culture, seduction; strategy lessons from your mother, from beehives, chess grandmasters, even the National Zoo. Along the way, Mintzberg and his colleagues take on the sacred cows and entrenched beliefs that keep strategists from recognizing their most powerful options. Strategy Bites Back doesn't just make strategy fun: it helps define strategies that offer huge upsides and real inspiration.

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Customer Reviews

"Having previously read Strategy Safari by the same authos and enjoyed it for its clarity and common sense, I was keen to delve into this - their latest offering... The bytes are... short and punchy... Many are very funny, but all are thought provoking in their own way... it provides some insightful reflectons on the component parts of business strategy... a readable book that also made me laugh." --March Human Resources Magazine (circ: 28,538) - written by Kathy Osborne:

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A nice down to earth explanation on how strategy is used with concrete examples like in the freakonomics books. Further more this comes from a highly reputable author, from McGill, one of the best university in North America. It's a good book to keep on your shelf and brush up every now and then or leave in the car for those times when you drive and wait for your misses:)

This book is like a fairy tale story on a serious matter. Poorly written.

Love Mintzberg! His get right to the point without unnecessary and distracting jargon is refreshing.

excellent!

this book takes us through various types of strategy. it reviews how strategy is decided and then how it is implemented. what is good is that it is readable and brings in a large number of experts in the strategy area.

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