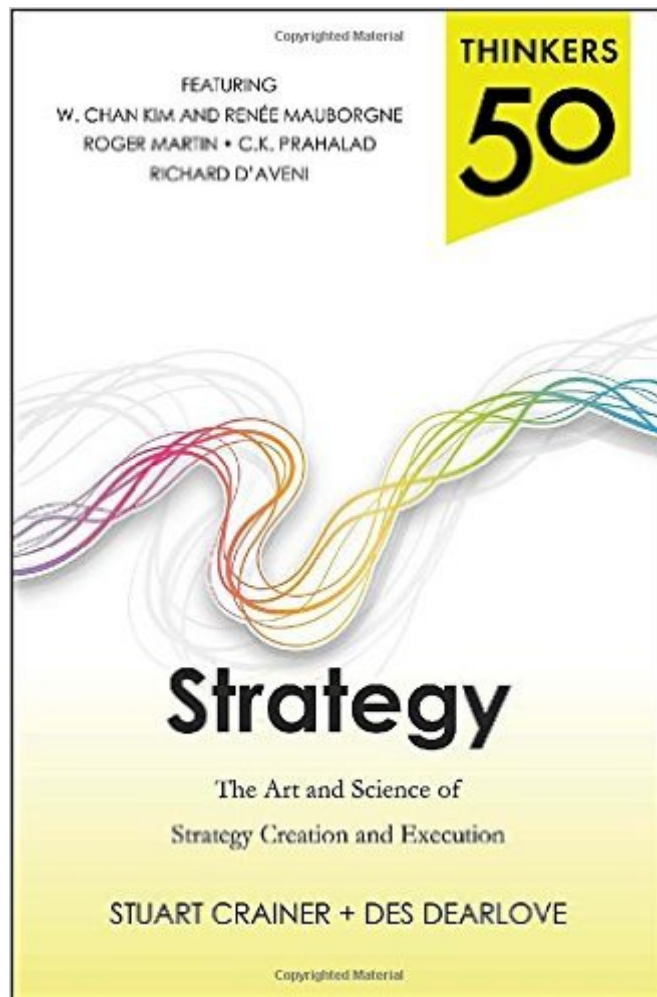


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# Thinkers 50 Strategy: The Art And Science Of Strategy Creation And Execution



## Synopsis

The World's Leading Business Minds on Today's Most Critical Challenges Featuring W. Chan Kim, Renee Mauborgne, Rita McGrath, Richard D'Aveni, Gary Hamel, Chris Zook, Pankaj Ghemawat, and others "Thinkers50 creates its own honor society as an authoritative ranking of the most influential business thinkers on earth." -- Forbes.com The ability to strategize is one of the most vital talents of any manager--whether you run your own business, manage a small department, or sit at the helm of a global corporation. And the more competitive business gets, the more important clear, creative strategic thinking is. Revealing breakthrough concepts from today's most innovative business minds, Thinkers50 Strategy helps you seize the competitive edge by arming you with the very latest thinking in business strategy. Stuart Crainer and Des Dearlove, creators of Thinkers50, begin by tackling the foundational question "What is strategy?" using the ideas and concepts of thought leaders from the Thinkers50 list. From there, they provide unparalleled insight into modern strategic management in easy-to-understand language. Chapters include: Understanding Competitive Advantage Hypercompetition and Beyond Exploring Blue Oceans Strategy in Action Where Strategy Meets Society Where Strategy Meets the World Each book in the Thinkers50 series provides authoritative explanations of the concepts, ideas, and practices that are making a difference today, including specific examples and cases drawn from the original sources. Align yourself with the best and brightest business thought leaders on the scene today. The most forward-looking business strategy guide available, Thinkers50 Strategy distills the wisdom of the world's leading thinkers on the subject--all in a compact one-stop guide.

## Book Information

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## Customer Reviews

This is one of the volumes in a series published by McGraw-Hill Education and co-authored by Stuart Crainer and Des Dearlove. They wrote it in response to that question. I really like the basic concept: Crainer and Dearlove selected a major business subject such as strategy and then asked, "Which cutting edge thinkers should we consult to share their thoughts about this?" They had already read many of their books and articles and even interviewed several of them. A generous selection of the most valuable material they obtained is provided in this volume. The first chapter is called, appropriately, "How We Got Here." That is, how perspectives on leadership have evolved over time.\* \* \* Here is one of the Q&As from an interview of Roger Martin: C&D: What is the big idea behind *Playing to Win: How Strategy Really Works*, written in collaboration with A.G. Lafley? RM: The big idea is that you can make strategy very simple; it can be enjoyable to do and very effective, and so we wrote a book about what we did together to do that at Procter & Gamble [of which Lafley was then CEO]. Not many executives have a definition of strategy that's helpful to them. And so they do lots of analysis, put together very thick documents that sit on shelves, quite famously, and it's because they haven't made a few key choices. What we distilled it down to in our practice is five key choices. If you make those choices, you'll have a strategy. If you haven't made those choices, your strategy is probably not worth having. [Note: The first of the five questions Martin then discusses is, "What is your winning aspiration?"

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