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The Strategy Book

Max Mckeown

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2015 Amsterdam

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Shaping the Future

Together **Max**

McKeown, Writer,

Consultant,

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Researcher, UK

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Max Mckeown's take on strategy is neither, and as an antidote he has given us The Strategy Book, where no-nonsense pragmatism meets imagination and adaptive flexibility. This book reads the way a good strategic plan should – guidance but not dogma, to the point

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but with an eye open
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but with an eye open
to alternative
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book that brings
strategy planning and
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from the vaporous
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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

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management. Book

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the author of *The Innovation Book* among other strategy books, describes how to bring strategy out of the executive suite, off the shelves and into your business.

Though oddly structured, his manual bursts with practical advice based on case studies and illustrated by more than two

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Max McKeown (born in London, October 1969) is an English writer, consultant, and researcher specialising in innovation strategy, leadership and culture. He has written six influential books and conducts research with Warwick Business School (Young,

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2008). He is a fellow of the RSA. He served on the Advisory Board for the Rollins Center for eBusiness.

Max McKeown - Wikipedia

Dr. Max Mckeown is the author of The Strategy Book, winner of the Commuter Read at the Chartered

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Management Institute

Book of the Year

2013 and Amazon's

Best Business Books

of 2012. He is also

author of The

Innovation Book,

Adaptability: The Art

of Winning in an Age

of Uncertainty, and

four other books. He

works as a strategic

coach with Fortune

100 companies and is

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also a popular
keynote speaker at
conferences
worldwide.

**The Strategy Book:
How to think and act
strategically to ...**

About Max Mckeown
Max Mckeown is an
author, consultant and
popular speaker in the
strategy field. He
shares cutting edge

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research with clients
in the real world of
major corporations.

Max has a PhD and
MBA with a speciality
in strategy and
strategic change.

The Strategy Book :

Max Mckeown :

9780273757092

“The smart strategist
allows strategy to be
shaped by events.

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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

(Author of The

Strategy Book)

The Strategy Book

ePub eBook: How to

Think and Act

Strategically to

Deliver Outstanding

Results. 264. by Max

McKeown. Max

McKeown.

The Strategy Book

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**ePub eBook: How to
Think and Act ...**

Max McKeown

One of the first books I read in this area was The Strategy Book by Max McKeown. As I made my way through its chapters, I started to see clear parallels between how businesses develop strategies and how athletes and coaches might use this

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information to better
inform their planning
process.

High-Performance Library: The Strategy Book

Max Mckeown's take
on strategy is neither,
and as an antidote he
has given us The
Strategy Book, where
no-nonsense
pragmatism meets

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imagination and
adaptive flexibility.

**The Strategy Book
(Excerpt) by Max
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by Max Mckeown This
best book on
corporate strategy is
not only useful for
business owners, but
people from all walks
of life can read and
enjoy the insights

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shared in this book.

Max Mckeown

Top 10 Best

Strategy Books |

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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 &

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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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From understanding what strategy can do

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for you through to creating a strategy and engaging others with it, 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.

The Strategy Book

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Max McKeown really hit the nail on the head with The Strategy Book. You'll find it easy to read and fun to implement in your own business. If you're part of a mastermind group or management team, you'll want to go

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through the process
together and see what
new strategies you
take on for next year.

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