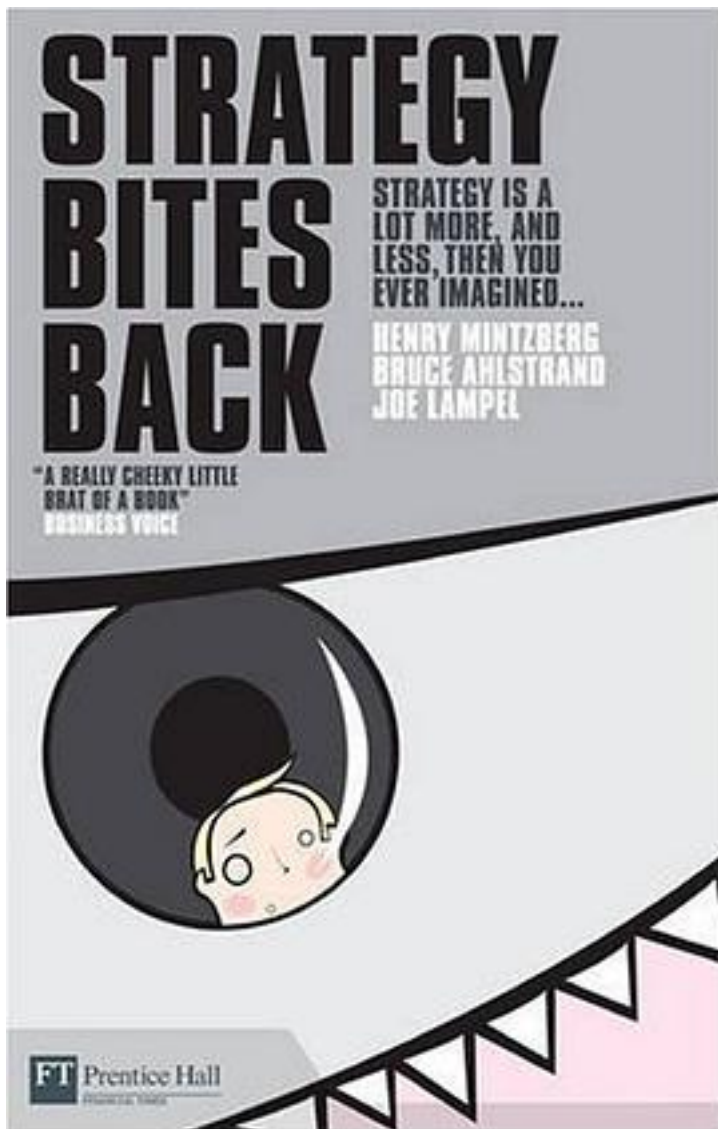


Strategy Bites Back



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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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