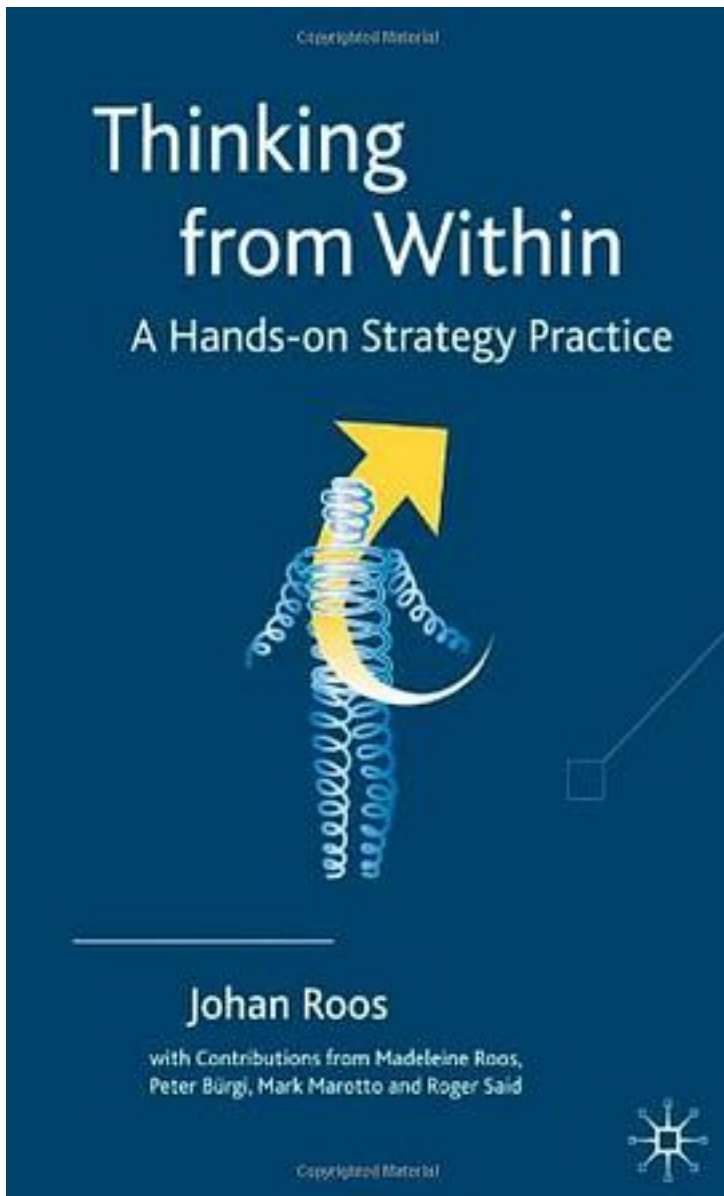


Thinking from within



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Strategy practice has become synonymous with strategic thinking, and ideally thinking while sitting around a table. Strategy from Within is a tribute to the idea that strategy should be practiced in ways that fuel our minds by engaging our bodies in new ways. When we do strategy rather than think strategy, we engage our senses so that we describe, create and challenge what we know in ways that pure intellectual reasoning cannot. This book describes, illustrates and deliberates the ideas and activities that can transform strategy into a more imaginative, reflective, and responsible practice.

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