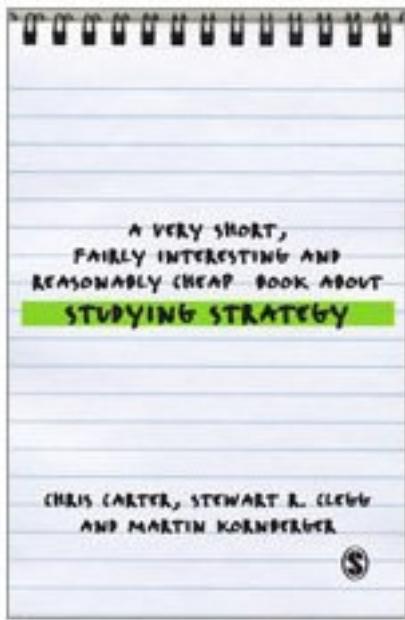


# A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Strategy



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"I love this book...it is novel, punchy and extremely well written. It takes the pomposity out of strategic management, showing that strategy is everywhere and can really help with the complicated jargon. A great read, buy it!". (Cary L. Cooper, Professor of Organizational Psychology and Health Lancaster University Management School). "If strategy is the queen of business, then this book offers us the perfect introduction to her court! It is accessible, lively, and informative. The book repays the reader with wonderful account of how strategy works. It also lets the reader in on some of the darker secrets of strategy". (Andre Spicer, Associate Professor of Organisation Studies,

Warwick Business School). Readers searching for an antidote to heavy-going, complex and lengthy textbooks need look no longer. "A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Strategy" is a welcoming, lively and thought provoking account of strategy. It will help students get to grips with strategy's key issues and broad debates and introduce them to the latest ideas that won't yet have been covered in the classroom. Organized into three sections, concepts are made accessible as the authors first recap the history of strategy as an academic discipline, then evaluate major schools of strategic thought and conclude by critiquing the latest developments in strategic research. Anyone studying strategy at undergraduate, Masters and MBA level who wants to revise and stretch their subject knowledge should go and buy a copy of this book.

作者介绍:

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