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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 but with an eye open to alternative possibilities.

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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 & 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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Dr. Max Mckeown is the author of The Strategy Book, winner of the Commuter Read at the Chartered 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 also a popular keynote speaker at conferences worldwide.

The Strategy Book: How to think and act strategically to

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"Strategy was first used in Athens (508 BC) to describe the art of

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leadership used by the ten generals on the war council. Some argue for the more creative, human side, while others argue for the more analytic side of strategy.” — Max McKeown, The Strategy Book

Max McKeown (Author of The Strategy Book)

Max McKeown, also 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 dozen strategic tools and models.

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The Strategy Book | StrategicScience.Org

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

Max McKeown - Wikipedia

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

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Max Mckeown Thinking strategically is what separates managers and leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips.

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