

The Lords Of Strategy

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~~**The Lords of Strategy** by **Walter Kiechel III**
The Lords of Strategy recounts the birth and evolution of strategy arguably the most influential business paradigm of the past half century and the trials and triumphs of the surprising disruptors who invented it. Principal among them were four men Bruce Henderson, founder of the Boston Consulting Group; Bill Bain, creator of Bain & Company; Fred Gluck, longtime managing director of McKinsey & Company; and Harvard Business School professor Michael Porter each obsessed with pinpointing how ...~~

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Journalist and editor Walter Kiechel recounts the birth and evolution of strategy, arguably the most influential business paradigm of the past half century and the trials and triumphs of the disruptors who invented it.

Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In *The Lords of Strategy*, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group Bill Bain, creator of Bain & Company Fred Gluck, longtime Managing Director of McKinsey & Company Michael Porter, Harvard Business School professor Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

A behind-the-scenes, revelatory history of the controversial consulting firm traces its decades-long influence in both business and political arenas, citing its role in the establishment of mainstream practices and modern understandings about capitalism while evaluating the failures that have compromised its reputation. 60,000 first printing.

Judo, often translated as "the way of gentleness, " is a century-old martial art that employs quickness and agility to help devotees overcome adversaries who seem to be more powerful. The authors turn these principles around for a corporate audience, showing how they can also be used to help companies battle bigger and stronger competitors.

Discusses techniques for business managers for planning company growth, overcoming competition, dealing with inflation, improving the organization of the corporation, and coping with personnel problems

In the bestselling tradition of "Liar's Poker" comes a devastatingly accurate and darkly hilarious behind-the-scenes look at the wonderful world of management consulting.

Management Consultancy provides a comprehensive introduction to the consulting industry. The text uses theory as a basis for critical discussion, ensuring students understand both the theory and its limitations. The authors' engaging writing style is combined with a wealth of real-world practical examples, putting theory into context.

• Strategies and tactics take you from initial conquests to late-stage domination • The art and sorcery completely de-mystified • Detailed stats on all units! • Multiplayer tips to lord over your enemies About the Author Joe Grant Bell is the author of the Online Games Guide, Myth: The Fallen Lords, and Command & Conquer: Red Alert - Secrets and Solutions Unauthorized among other Prima Entertainment titles.

The authors of *Thinking Strategically* demonstrate how to apply the principles in game theory to achieve greater personal and professional successes, drawing on a diverse array of case studies to explain how to develop a win-oriented way of seeing the world.

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