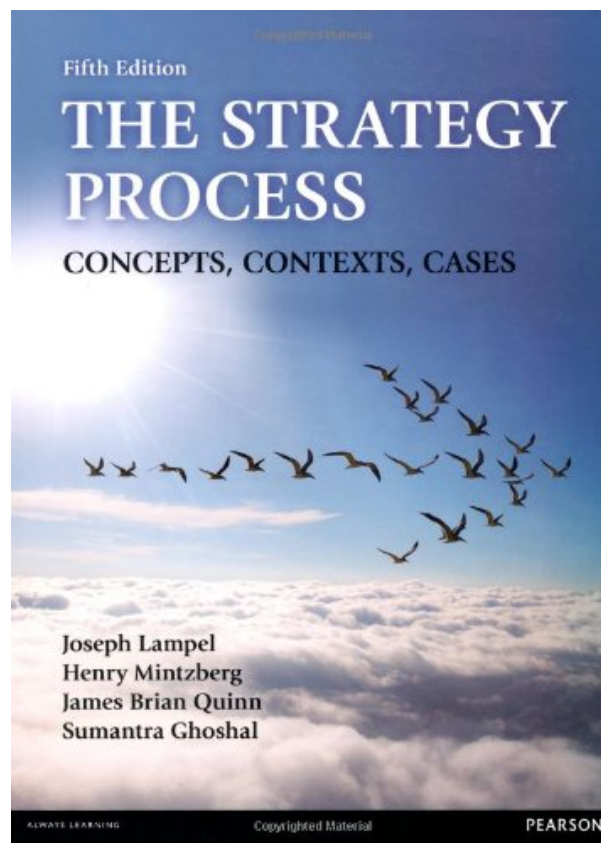
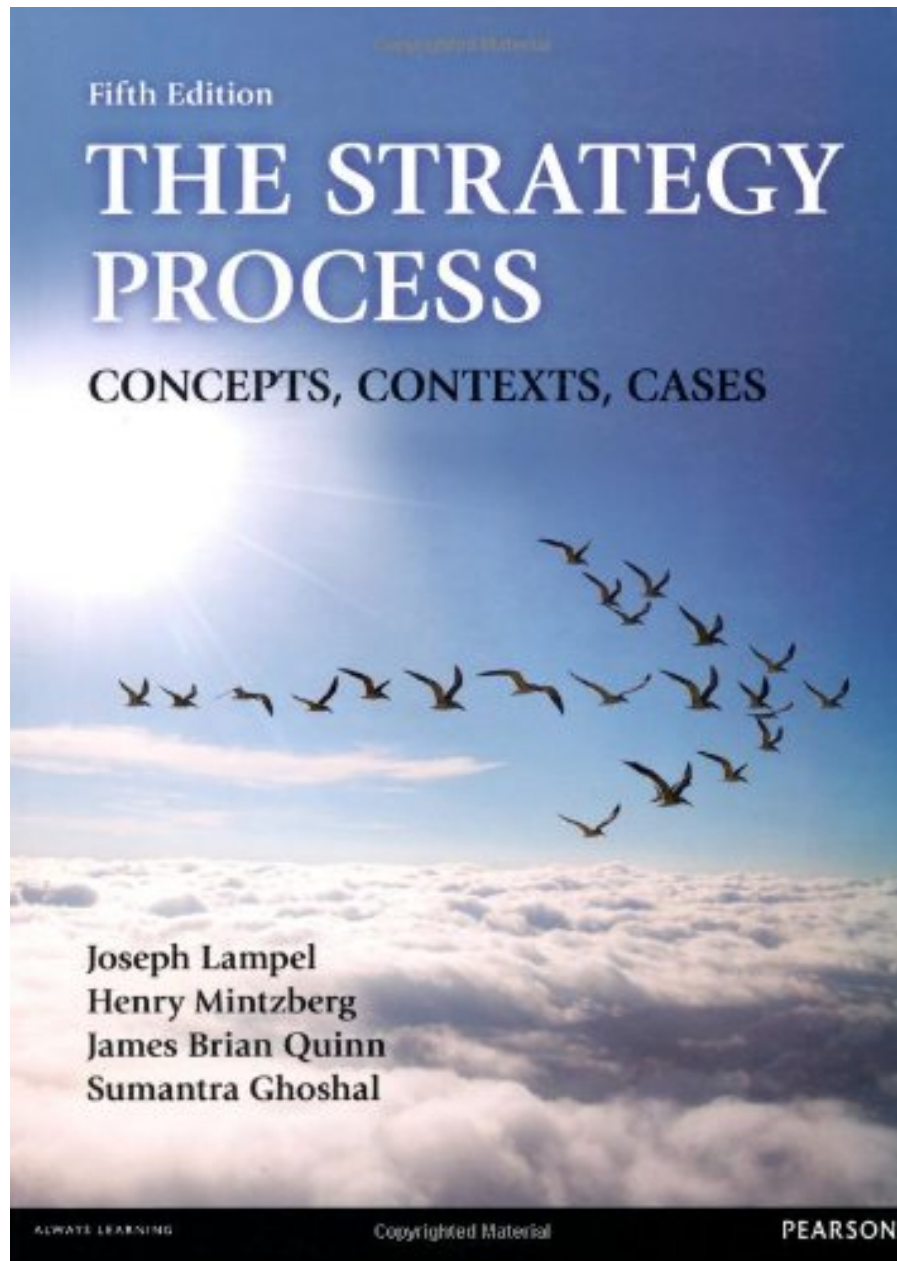


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The Strategy Process is a truly original and authoritative strategy textbook. The author team of Mintzberg, Lampel, Quinn and Ghoshal introduce a richness of theory and practice into this text, offering an ideal introduction for those who want to develop a deep understanding of strategy.

Now into its fifth edition, this text does not shy away from the complexity of strategy but rather seeks to illuminate where it can and encourage debate and reflection at every turn. It shows that strategy is intimately connected with organizational politics and individual management styles, and is firmly grounded in the real world rather than pushing pure theory.

As well as offering a comprehensive overview of the huge body of academic knowledge in this area, The Strategy Process encourages a practical perspective through 36 substantial case studies. From modern multinationals to the battlefields of 19th century Europe, this book shows that strategy is everywhere, and understanding it is essential.

About the Authors

Joseph Lampel is Professor of Strategy at Cass Business School, City University London. He has published extensively on management and strategy in books and journals.

Henry Mintzberg is Cleghorn Professor of Management Studies at McGill University in Montreal, Canada. He is a world-renowned authority on strategy and has authored or co-authored more than 15 books on the subject.

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