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Max McKeown - Wikipedia

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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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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.

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The Strategy Book Free Summary by Max Mckeown

Max McKeown. Max McKeown 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. He is a fellow of the RSA.

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The Strategy Book Max Mckeown

Max Mckeown's take on strategy is neither, and as an antidote he has given us *The Strategy Book*, where non-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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The author has done a wonderful job giving lots of excellent ideas, tools, takeaways and examples. I do not know Max McKeown, but I really like his thinking and the way he approaches strategy -- I would highly recommend "The Strategy Book" to anyone who is interested in becoming a better business strategist.

Max Mckeown - YouTube

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.

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Max has a PhD & MBA with a speciality
in strategy and strategic change.

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