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Dr. Max Mckeown – The Strategy Book

Max Mckeown's take on strategy is neither, and as an antidote he has given

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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

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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.

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“The smart strategist allows strategy to be shaped by events. Good reactions can make great strategy. Strategy involves competition of goals, and the

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risk is the difference between those goals and the ability of the organization to achieve them. So part of the risk is created by the 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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You'll know that you're getting better at selling (or pitching) strategy when managers start coming to you when there is strategic thinking to be done.”
— Max McKeown, *The Strategy Book*.
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Max McKeown Quotes (Author of The Strategy Book)

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

Max Mckeown is an author, consultant & popular speaker in the strategy field. He shares cutting edge research with clients

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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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Mckeown depicts all about strategy planning and implementation in a book that clearly deserves the title it holds. Succinct and revealing. By following this book you will be doing strategy from...

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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

From understanding what strategy can do for you through to creating a strategy and engaging others with it, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real-world strategies.

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Nash Equilibrium In the preceding
lecture we analyzed maximin strategies
A maximin strategy is an assurance
strategy: it achieves

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