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Page 10/33

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The Lords of Strategy: The Secret

Page 18/33

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The Lords of Strategy is a book by Walter Kiechel III, a business journalist, former Editorial Director of the Harvard Business Review and former Managing Editor of Fortune magazine, which presents the analysis of strategy evolution

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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,

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'The Lords of Strategy': A History of Consulting

Lords of Strategy - written by Walter Kiechel III, a journalist for 30 years, serving as an editor of Fortune and editorial director of Harvard

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The Lords of Strategy: The Secret Intellectual History of the New Corporate World. Imagine, if you

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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.

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