



## Strategy Safari: Complete Guide Through the Wilds of Strategic Management, 2nd ed.

By Henry Mintzberg, Bruce Ahlstrand, Joseph B. Lampel

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“Henry Mintzberg’s views are a breath of fresh air which can only encourage the good guys.” *The Observer*

“My favourite management book of the last 25 years? No contest. *The Rise & Fall of Strategic Planning*.” Tom Peters, management guru

Strategy is the most prestigious but also the most confusing part of business. Managers are constantly bombarded with new jargon and the latest fads promising the magic bullet for every strategic problem. The world of strategy can seem to be an impenetrable jungle. *Strategy Safari* presents a powerful antidote to the dilemma of needing to know about strategy and yet not being able to find any comprehensible guidelines. This revised edition is a comprehensive, colourful and illuminating tour through the wilds of strategic management.

In this provocative, jargon-free and extremely readable guide, top strategy authors Mintzberg, Ahlstrand & Lampel clearly set out and critique each of the ten major schools of strategic management thinking to help you grasp what you really need to know.

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### **Review**

"Mintzberg is one of the best guides for an analysis of strategy and this book is the perfect starting point for someone interested in understanding more about it." - Director Magazine, January 2009 (readership 173,000)

### **From the Back Cover**

*"Henry Mintzberg's views are a breath of fresh air which can only encourage the good guys." The Observer*

### ***Strategy Safari – gives you the 'big ten' in the strategy jungle***

In this revised edition of the original, ground-breaking *Strategy Safari*, Henry Mintzberg, described by Tom Peters as 'perhaps the world's premier management thinker' and his equally maverick co-authors continue to blaze a trail through the jungle of strategy. This provocative, jargon-free and readable guide clearly sets out and critiques each of the ten major schools of strategic management to help you grasp what you really need to know. Whether you are an ambitious manager or a bewildered student, *Strategy Safari* is your indispensable guide to strategy.

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### **About the Author**

*"Henry Mintzberg is perhaps the world's premier management thinker" a Carlsberg-style endorsement of the author from Tom Peters, management guru*

**Henry Mintzberg** is one of today's best-known and most controversial management thinkers. Currently Cleghorn Professor of Management Studies at McGill University in Montreal, he is always interesting and usually controversial and holds the management and strategy communities in thrall. He claims to spend his public life dealing with organizations, and his private life escaping from them.

**Bruce Ahlstrand** likes to prospect for strategy gems in unlikely places - from the game of Texas Hold'em to the Greek tragedies. He has a D.Phil. from Oxford University and a M.Sc. from the London School of Economics. Bruce is the author is currently a professor of management at Trent University in Ontario, Canada.

**Joe Lampel** began his career believing that strategy is the answer, but has recently concluded that it may be the answer to the wrong question. He first began to suspect this terrible truth during the long journey that produced the first edition of *Strategy Safari*. Further research, and numerous publications in journals that are

well received in polite academic society, only served to confirm this belief. Joe was awarded a PhD in management by McGill University for good

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