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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 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

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The Strategy Booklet is designed to be your on-court coach while you play a match. Learn how to beat EVERY style of player you will ever face. Small enough to keep in your tennis bag, the quick reference index allows you to look up which style of opponent you are playing and easily find 6 or more tactics that are PROVEN to work against that ...

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The Strategy Book totally demystifies 'strategy' for us non-MBA-types struggling to keep pace with the growing demands on our creativity and ability to lead from the front everyday...I look forward to this book hitting the shelves as I will be investing in a few copies for my team - material that we will refer to as a working guide to the strategic and planning process...and beyond! Another brilliant one from Max!!!!

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*The Strategy Book How To*  
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