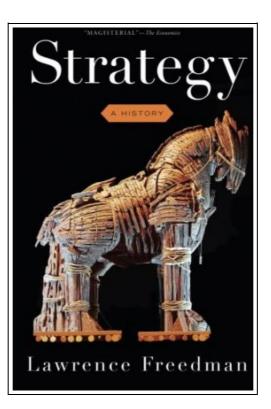
Strategy: A History



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Reviews

It becomes an amazing book which i actually have at any time study. It is actually loaded with wisdom and knowledge You wont sense monotony at at any time of your respective time (that's what catalogues are for regarding should you request me). (Rosina Schowalter V)

STRATEGY: A HISTORY



Oxford University Press. Paperback. Condition: New. 768 pages. Selected as a Financial Times Best Book of 2013ln Strategy: A History, Sir Lawrence Freedman, one of the worlds leading authorities on war and international politics, captures the vast history of strategic thinking, in a consistently engaging and insightful account of how strategy came to pervade every aspect of our lives. The range of Freedmans narrative is extraordinary, moving from the surprisingly advanced strategy practiced in primate groups, to the opposing strategies of Achilles and Odysseus in The Iliad, the strategic advice of Sun Tzu and Machiavelli, the great military innovations of Baron Henri de Jomini and Carl von Clausewitz, the grounding of revolutionary strategy in class struggles by Marx, the insights into corporate strategy found in Peter Drucker and Alfred Sloan, and the contributions of the leading social scientists working on strategy today. The core issue at the heart of strategy, the author notes, is whether it is possible to manipulate and shape our environment rather than simply become the victim of forces beyond ones control. Time and again, Freedman demonstrates that the inherent unpredictability of this environment-subject to chance events, the efforts of opponents, the missteps of friends-provides strategy with its challenge and its drama. Armies or corporations or nations rarely move from one predictable state of affairs to another, but instead feel their way through a series of states, each one not quite what was anticipated, requiring a reappraisal of the original strategy, including its ultimate objective. Thus the picture of strategy that emerges in this book is one that is fluid and flexible, governed by the starting point, not the end point. A brilliant overview of the most prominent strategic theories in history, from Davids use of deception against Goliath, to the modern use of game theory in...

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