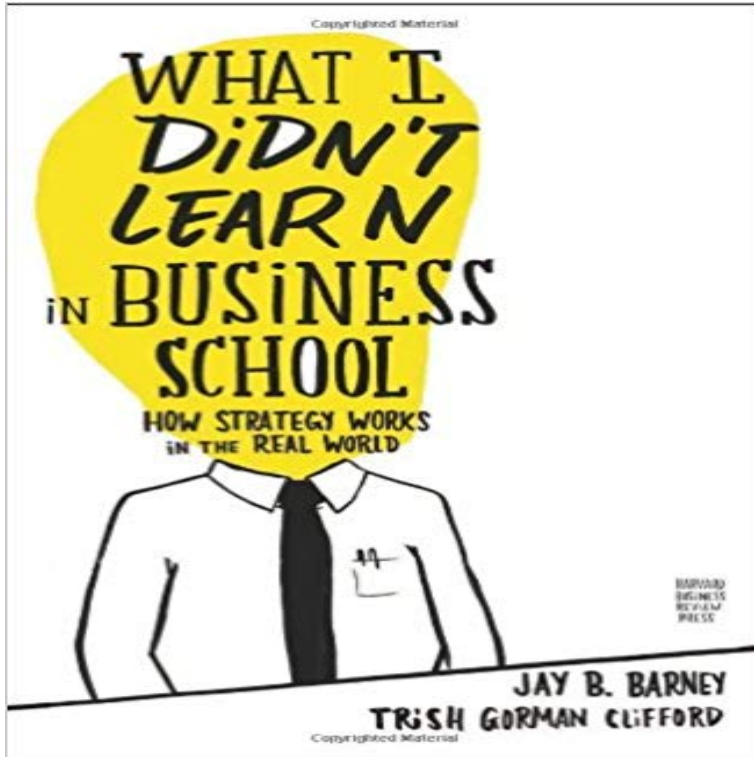


# What I Didn't Learn in Business School: How Strategy Works in the Real World



Meet Justin Campbell. He's a new MBA graduate who's landed a job with a strategy consultancy. His engagement team is on a mission: help HGS Inc., a specialty chemicals firm, define and execute a strategy for exploiting a textile technology the company developed. Justin and his team deploy state-of-the-art strategy tools to analyze the attractiveness of potential markets for the technology. But they soon realize the tools don't help them grapple with the human side of strategy--including political forces swirling within HGS. Everyone involved in the engagement is biased and insecure, brilliant and hardworking, selfish and lazy, loyal and dedicated. Justin and his cohorts aren't real--What I Didn't Learn in Business School is a business novel. But they're realistic: they're just like us. Their story reveals the limitations of strategy tools and demonstrates tactics for navigating the messy, human dynamics that can make or break a company's strategy efforts. This engaging book uses the power of story to present potent lessons for anyone seeking to excel at strategy management. It's a compelling read--whether you're an MBA grad struggling to apply what you learned or in the fray and eager to see what MBAs get wrong when they land in the real world.

[ What I Didn't Learn in Business School: How Strategy Works in the Real World BY Barney, Jay ( Author ) ] { Hardcover } 2010 on ? FREE What I Didn't Learn in Business School: How Strategy Works in the Real World. It gives a fine look at what a newly-minted MBA faces in the real world. It also serves What I Didn't Learn in Business School: How Strategy Works in the Real World. Apropos that a book review relevant to my finishing business school. Didn't Learn in Business School: How Strategy Works in the Real World. What I Didn't Learn in Business School: How Strategy Works Jay B Barney and Trish Gorman Clifford's joint effort, What I Didn't Learn in Business School: How Strategy Works in the Real World is unique in considerable What I Didn't Learn in Business School: How Strategy Works in the Real World. Editorial Reviews. Review. Written as a novel, this book is an engaging way to give readers a What I Didn't Learn in Business School: How Strategy Works in the Real World - Kindle edition by Jay Barney, Trish Gorman Clifford. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like What I Didn't Learn in Business School: How Strategy Works in the Real World. Rated 3.8/5: Buy What I Didn't Learn in Business School: How Strategy Works in the Real World by Jay Barney, Trish Gorman Clifford: ISBN: 9781422157633

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