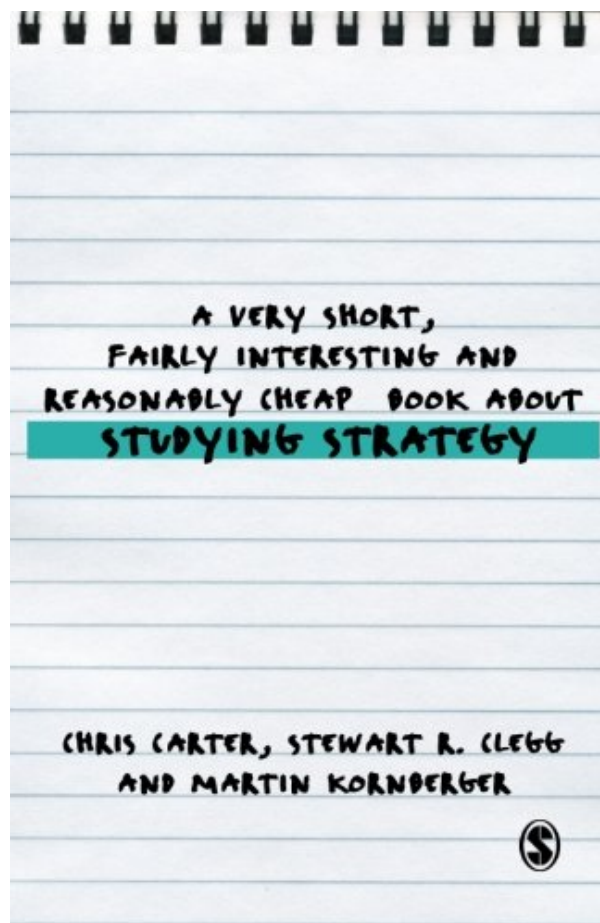
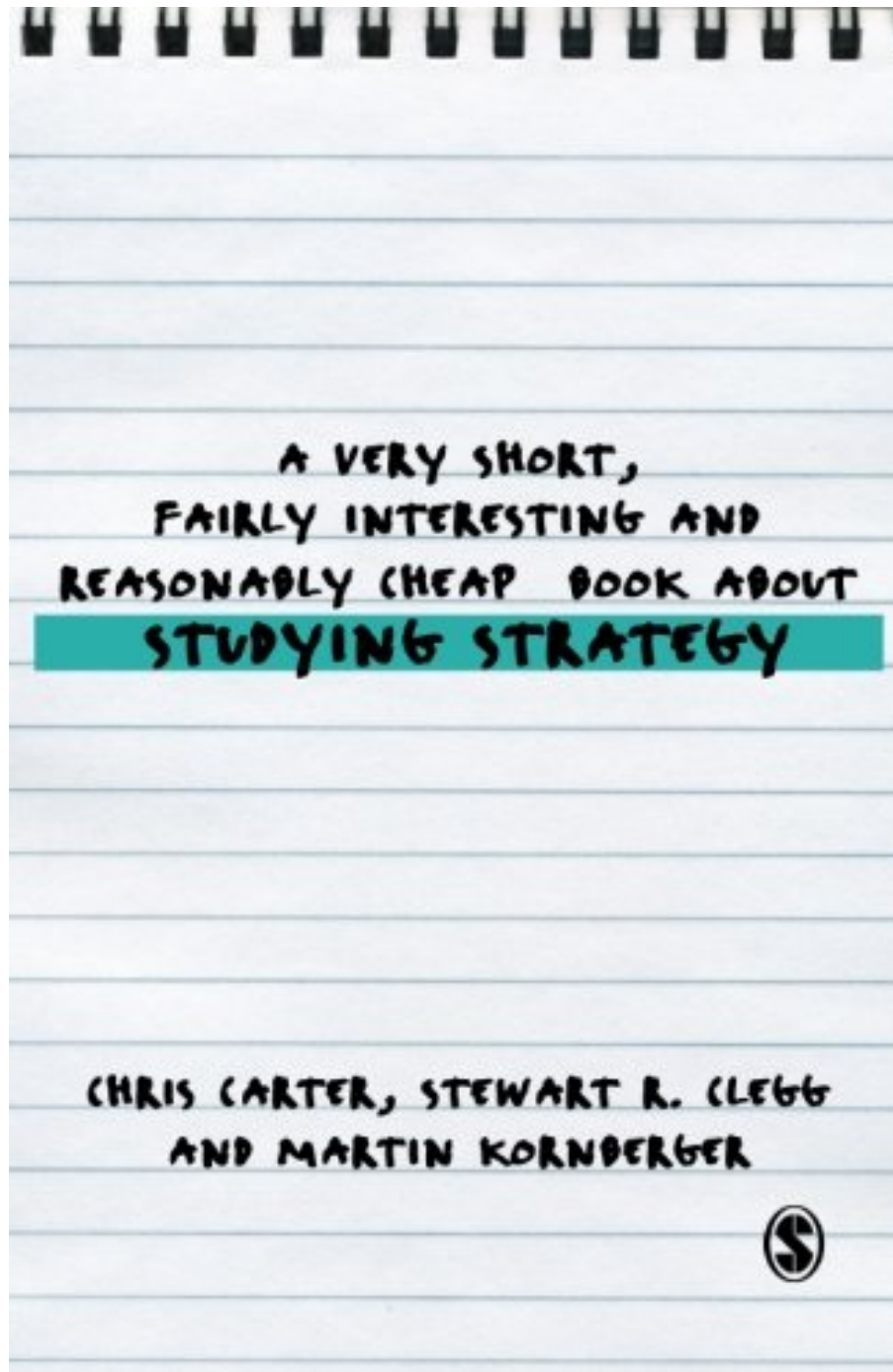


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About the Author

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Best for those involved with strategy.

By ShannonT

A couple of things about this book:

1. The title is misleading. It is, in-fact, not 'very short'. Though it may only be 170 pages (or thereabouts), it took me many, many hours of reading and rereading in order to absorb the many theories and studies that are presented in the text. Additionally, at \$20 for the Kindle edition, it is not what I consider 'reasonably cheap.'

2. If you're not involved with strategy in your organization, this will most likely bore you to tears. I read this for the capstone course in my MBA program. I was warned ahead of time that it was the most boring book some of my classmates have ever read. With that said, I did find it 'fairly interesting' based on the fact that I actually am a strategic planner. Much of the content was applicable to what I do, and for the most part I could appreciate the authors waxing lyrical about strategy. However, I am vastly in the minority among my classmates when it comes to enjoyment and knowledge extraction from this book.

3. Though I did glean some pearls of wisdom, this text is a perfect example of academia being self-perpetuating. Although I admitted above to finding parts of it interesting from a strategist's perspective, the content is probably more appealing to business strategy professors rather than actual business strategy practitioners. (I should admit that I tend to be somewhat of a nerd when it comes to theory, so I enjoyed the academic-ness of it.) For the most part, the book is structured as so: a study by a professor is presented, another professor(s) studies that study, a different professor(s) finds faults in the study, still yet another professor(s) critiques and delves deeper into the study matter, and some other professor(s) decides to begin a completely new study based on the old study. And the authors of the book disagree with all of the studies (after they've presented an entire chapter going over every detail of said studies). Repeat.

Overall, it was a tolerable read. It was like reading a very, very long lecture. You'll get some nuggets of knowledge out of it, but for the most part it's lots of droning on and on.

3 of 3 people found the following review helpful.

Put the Ambien back in the medicine cabinet

By Amazon Customer

142 pages of literature review on the history of strategy with some opinion that is useless and/or incoherent, either because it's so ridiculously boring or because the authors wanted to embed their pretentious vocabulary lesson throughout. If you don't wear a dictionary out when you read this book, I want you on my Scrabble team. The blabber is so tedious I lost track of which theories they agree with and which they don't. The content that I consider useful to me could have been written in a pamphlet. Why would you blabber on for an entire chapter on something that could have been said in one or two paragraphs? To sell a cheap book that is neither short nor the least bit interesting. Funny, there's no discussion on the strategy of deceptive book titles. Change the name! Now I'm required to study this book and memorize the names of people who will never matter to me.

Enjoy!

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i agree

By Heather

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