



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

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By Jay B. Barney, Trish Gorman Clifford

Harvard Business Review Press, United States, 2010. Hardback. Book Condition: New. 241 x 145 mm. Language: English . Brand New Book. 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...



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