



# Mapping Strategic Diversity: Strategic Thinking from a Variety of Perspectives

*Dany Jacobs*



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## **Mapping Strategic Diversity: Strategic Thinking from a Variety of Perspectives** Dany Jacobs

In his influential work, *Strategy Safari*, Henry Mintzberg and his colleagues presented ten schools of strategic thought. In this impressive book, Dany Jacobs demonstrates that the real world of strategic management is much wider and richer.?

In *Mapping Strategic Diversity*, Jacobs distinguishes between 'cockpit theories' of strategy, which bring rational analysis to the forefront, and process-oriented social science approaches, which bring in a wider array of influences to the theory and practice of business planning. Presenting 22 different approaches to strategy making, this book:

- provides a comprehensive overview of the field
- guides the reader in developing theoretical and practical skills
- helps develop both high and low level strategic thinking

This textbook is a useful analysis for practising managers, but really comes into its own as an advanced introduction to the field of strategic management; having read this book, students are fully armed to enter the strategy jungle!

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