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Sommario/riassunto	Here is a one-stop guide to the world's most important thinkers and writers on business strategy. It expertly summarizes all the key strategic concepts and describes the work and contribution of each of the leading thinkers in the field. It goes on to analyse the pro's and con's of many of the key theories in practice and offers two enlightening case-studies. The third section of the book provides a series of detailed checklists to help you to develop your own strategy. More than just a summary of key concepts, this book offers valuable insights into their application and value; it will provide you with a much broader grasp of the subject against which to develop your own business.