



The Strategy Mindset

Dr. Chuck Bamford

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Some say business strategy is 50 percent art and 50 percent science. The truth is probably closer to 65 percent art and 35 percent science, but the science of strategy remains critical. While art must be developed from within, science can be taught--and it forms the foundation of any business strategy.

In *The Strategy Mindset*, strategy consultant, author, speaker & Adjunct Professor Strategy Dr. Chuck Bamford provides a simple yet practical guide to creating corporate strategy using well researched and battle-tested approaches.

This is not a cumbersome textbook filled with academic language. Nor is it a reworking of popular strategy ideas that are useless in practice. Instead, *The Strategy Mindset* provides actionable applications of strategic thinking tailored to the realities of business.

Dr. Bamford has refined this approach to make it a practical and efficient model for the design and implementation of strategy. Although mastery of these approaches takes time, a motivated management team can effectively implement them and see a profound impact on their company.

Practice the art of strategy...but master the science first.

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