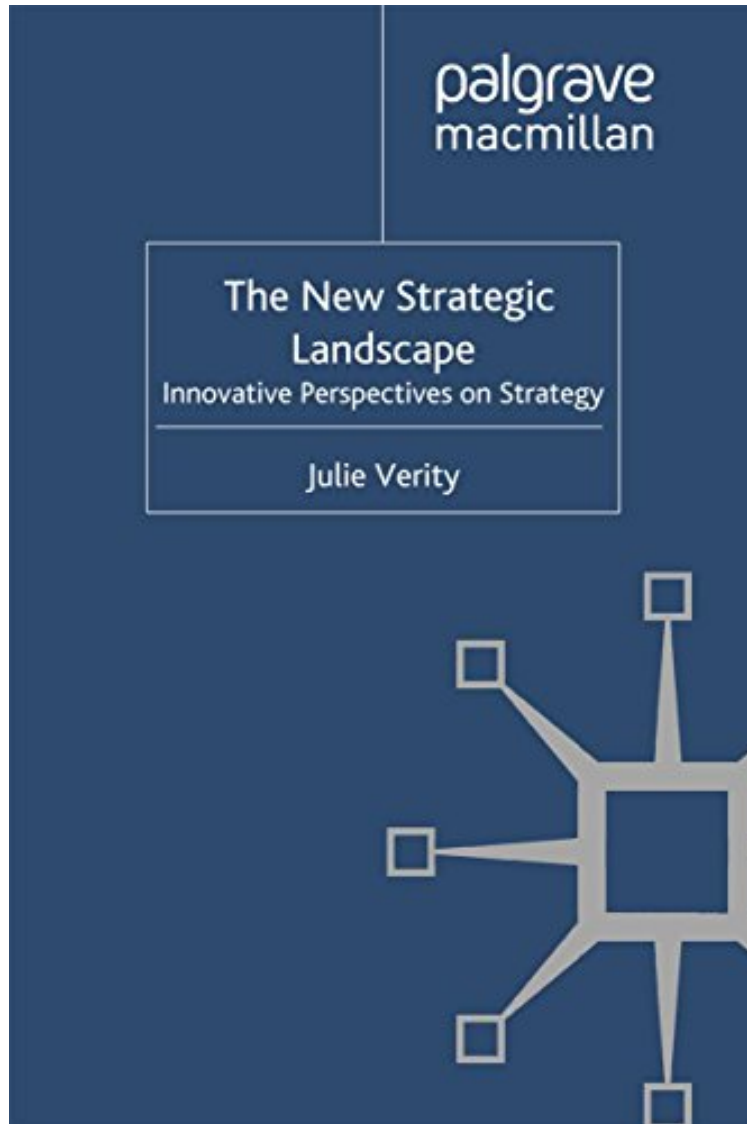


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The New Strategic Landscape: Innovative Perspectives on Strategy (Cass Business Press)

Julie Verity

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About the Author JULIE VERITY (PhD) is a consultant, lecturer, writer and researcher in the field of strategy. She has split her working life between academia and the commercial world, bringing to each experience and knowledge from the other. Chosen to be the Shell International Fellow at Cranfield School of Management in 1990, her two year fellowship became a twenty year consulting relationship with the giant global oil group. Within Shell, she has worked with the Scenario team, with the Corporate Communications function, with Learning and with many of the Group's national companies. Julie holds visiting faculty positions at Cranfield and Cass Business School and is an associate at Duke CE. This is an edited collection of chapters from strategists who are academics, practitioners and consultants, all three or combinations of these. Julie Verity