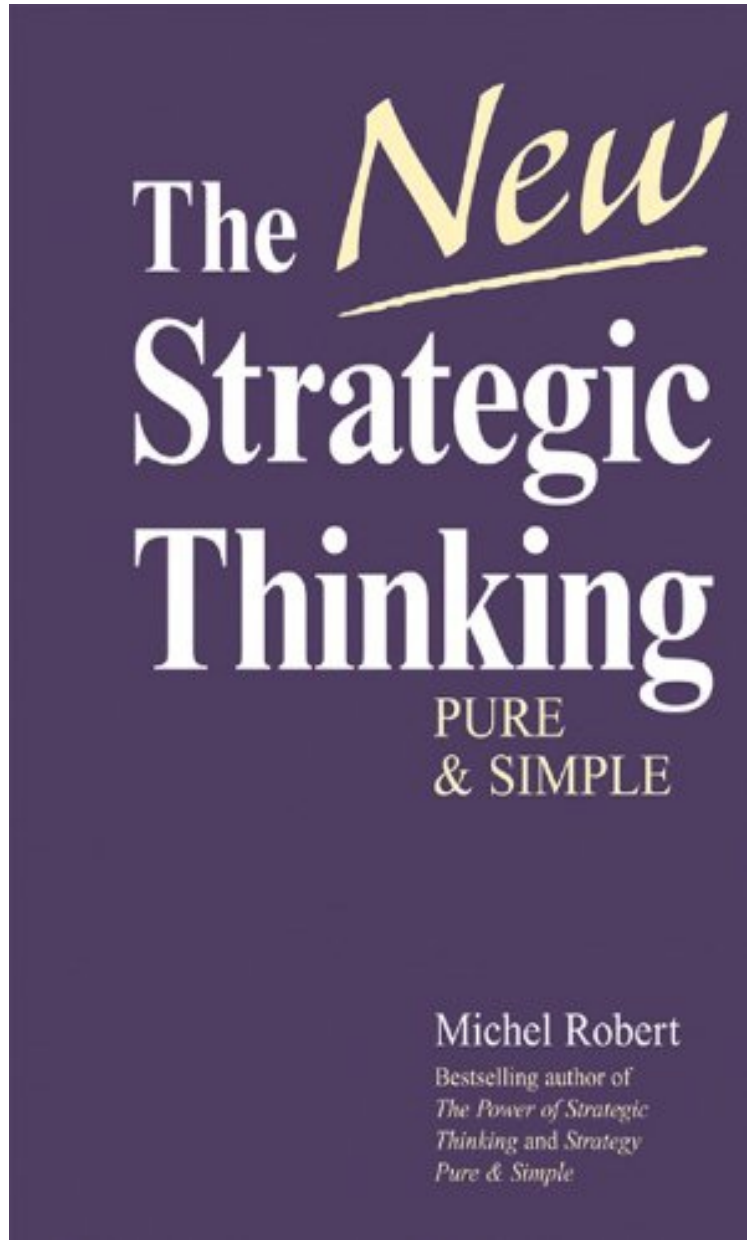


The New Strategic Thinking

Michel Robert

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Michel Robert : The New Strategic Thinking before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Strategic Thinking:

0 of 0 people found the following review helpful. Five Stars By Nicolas Gauvin It change my life and my work for ever. Thank you Michel Robert
0 of 0 people found the following review helpful. Four Stars By Polly Challenged my

thinking in some new ways. Worth a read. 12 of 12 people found the following review helpful. I just can't help feeling that the author is gradually running out of steam! By Lee Say Keng

The New Strategic Thinking, Pure Simple by Michel Robert

I have followed the published works of Michel Robert on strategic thinking for almost two decades, starting with his 'The Strategist CEO' 'The Essence of Leadership' in the late eighties/early nineties, to subsequent 'The Power of Strategic Thinking' 'Strategy Pure Simple I II', finally 'Strategic Supremacy' 'Strategic Thinking, Pure Simple', in recent years. I have just finished reading his latest book, 'New Strategic Thinking'. Frankly, I just can't help feeling that he is gradually running out of steam. Michel Robert is undoubtedly the consultant who coined the term 'strategic thinking', through his Decision Processes International, which he founded in 1980, he had developed many innovative unique strategic thinking methodologies. Sad to say, the methodologies remain the same in the new book, with a primary case study on Caterpillar, plus some new business cases, including one in Singapore. As usual, the author takes the reader on a proactive ride through his proven strategic thinking methodologies. Judging from the client testimonials, his track record is certainly very impressive. In the new book, on page 38, under the sectional heading of 'Decoding the Future Today', he outlines his thesis which says that "the future is not one place, but a collection of five places where you can get a glimpse of the future that lies ahead. He adds that "your future lies hidden in these five 'futures':- the future ahead;- the future beyond;- the future behind;- the future around;- the future beside; Again, I can't help feeling that this thesis of his seems to be a direct spin-off from Henry Mintzberg's article entitled 'Strategic Thinking as Seeing' which appeared in Bob Garratt's 'Developing Strategic Thought: A Collection of the Best Thinking on Business Strategy from Today's Greatest Business Minds' as Chapter 5 (published in 1995). The same article re-appeared in Henry Mintzberg's 'Strategic Safari: The Complete Guide through the Wilds of Strategic Management' (published in 1998). For the benefit of readers, Henry Mintzberg projects 'strategy formation as a visionary process' outlines the role of 'seeing' in strategic thinking as follows:- Seeing ahead;- Seeing behind;- Seeing down;- Seeing below;- Seeing beside;- seeing beyond;- Seeing it through; Could I be wrong in my perception? I really don't know. As it stands on its own particularly for first timers into strategic thinking, Michel Robert's new book is really great stuff. When compared with the works by other eminent consultants/authors, it can readily stand out among the crowd. I would attribute this partly to the author's - his company's - impeccable track record of 40 partners in 15 countries impressive list of some 400 major clients across the globe. However, the moment you compare it with the author's own previous works in the same genre, the intellectual richness begins to lose some of its shine.

Bestselling author Michel Robert gives you his trademark pure and simple rules for developing solid business strategies. In this anticipated follow-up to his previous bestsellers, management expert Michel Robert unveils his practical and proven methodology for you to plan and implement effective corporate strategies. Featuring a detailed explanation of how Robert used his approach to turn around Caterpillar as well as case studies of leading companies that utilize Robert's method, *The New Strategic Thinking* shows you how to assemble a strategy team, identify your company's driving force, determine the focus of the strategy (product, customer, or market), and launch initiatives company wide.

About the Author Michel Robert is founder and president of Decision Processes International, Inc., an internationally known consulting firm in 15 countries with 60 partners that include Caterpillar, Volvo, and FIAT. A noted speaker, he has written articles in numerous business magazines and journals, including *The Wall Street Journal*. Robert is the author of *The Power of Strategic Thinking*, *Product Innovation Strategy Pure Simple*, and *Strategy Pure Simple II*, and is credited with coining the term "strategic thinking";