



The Geometry of Strategy: Concepts for Strategic Management

By Robert W. Keidel

Download now

Read Online 

The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel

To excel in today's exacting world, organizations need to combine strategic planning and strategic thinking. Strategic planning is a formal activity carried out periodically by top managers, but it is vulnerable to change. Strategic thinking is an informal activity that occurs intermittently throughout an organization, but it tends to be non-cumulative.

Keidel offers a framework for integrating strategic planning and strategic thinking that leverages the strengths of both. The key to his work is the application of simple geometric forms—especially, 2x2 grids and triangles—that help organizational leaders and strategists structure their thinking and planning.

Keidel introduces four strategic categories—persona (organizational identity), performance (what is measured), puzzle (dilemmas that are faced), and pattern (how to compete, grow, & organize). Each category matches a specific geometry of thinking—point, linear, angular, and triangular. The payoff? A novel way to develop strategy, as well as a set of conceptual lenses for "reading" any other organization's strategy—or any strategic argument. Keidel's work is illustrated with case studies from his own consulting practice and grounded in the theoretical literature underlying the various geometries of thinking.

This book will be a valuable resource for managerial and executive education in strategy, as well as a provocative reading for organizational strategy consultants and thoughtful practitioners.

 [Download The Geometry of Strategy: Concepts for Strategic M ...pdf](#)

 [Read Online The Geometry of Strategy: Concepts for Strategic ...pdf](#)

The Geometry of Strategy: Concepts for Strategic Management

By Robert W. Keidel

The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel

To excel in today's exacting world, organizations need to combine strategic planning and strategic thinking. Strategic planning is a formal activity carried out periodically by top managers, but it is vulnerable to change. Strategic thinking is an informal activity that occurs intermittently throughout an organization, but it tends to be non-cumulative.

Keidel offers a framework for integrating strategic planning and strategic thinking that leverages the strengths of both. The key to his work is the application of simple geometric forms—especially, 2x2 grids and triangles—that help organizational leaders and strategists structure their thinking and planning.

Keidel introduces four strategic categories—persona (organizational identity), performance (what is measured), puzzle (dilemmas that are faced), and pattern (how to compete, grow, & organize). Each category matches a specific geometry of thinking—point, linear, angular, and triangular. The payoff? A novel way to develop strategy, as well as a set of conceptual lenses for "reading" any other organization's strategy—or any strategic argument. Keidel's work is illustrated with case studies from his own consulting practice and grounded in the theoretical literature underlying the various geometries of thinking.

This book will be a valuable resource for managerial and executive education in strategy, as well as a provocative reading for organizational strategy consultants and thoughtful practitioners.

The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel Bibliography

- Rank: #1068399 in eBooks
- Published on: 2010-07-09
- Released on: 2010-07-09
- Format: Kindle eBook

 [Download The Geometry of Strategy: Concepts for Strategic M ...pdf](#)

 [Read Online The Geometry of Strategy: Concepts for Strategic ...pdf](#)

Download and Read Free Online The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel

Editorial Review

About the Author

Robert W. Keidel is Clinical Professor of Management at the LeBow College of Business, Drexel University. He also is principal of Robert Keidel Associates, a consulting firm based in Philadelphia. A former corporate manager and Naval officer (Vietnam veteran), he was a senior fellow at the Wharton School, University of Pennsylvania, and a program consultant at the National Center for Productivity and Quality of Working Life.

Keidel's articles have appeared in The New York Times, The Wall Street Journal, Management Science, and several other academic and practitioner-oriented journals. He is the author of three previous books: Game Plans: Sports Strategies for Business (Dutton, 1985; Berkley, 1986; Beard Books, 2006); Corporate Players: Designs for Working and Winning Together (Wiley, 1988; Beard Books, 2005); and Seeing Organizational Patterns: A New Theory and Language of Organizational Design (Berrett-Koehler, 1995; Beard Books, 2005), which was nominated for the Academy of Management's 1996 George R. Terry Book Award.

Keidel received his BA from Williams College, and his MBA and PhD (Social Systems Sciences) from Wharton.

Users Review

From reader reviews:

Micheal Mata:

As people who live in typically the modest era should be upgrade about what going on or data even knowledge to make them keep up with the era which is always change and make progress. Some of you maybe can update themselves by examining books. It is a good choice for you but the problems coming to you is you don't know what type you should start with. This The Geometry of Strategy: Concepts for Strategic Management is our recommendation so you keep up with the world. Why, since this book serves what you want and need in this era.

Karen Baskin:

Reading a guide tends to be new life style within this era globalization. With studying you can get a lot of information that may give you benefit in your life. Together with book everyone in this world can certainly

share their idea. Guides can also inspire a lot of people. Plenty of author can inspire all their reader with their story as well as their experience. Not only the story that share in the books. But also they write about the information about something that you need example of this. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book which exist now. The authors these days always try to improve their ability in writing, they also doing some investigation before they write to their book. One of them is this The Geometry of Strategy: Concepts for Strategic Management.

Andrew Blanton:

Spent a free a chance to be fun activity to accomplish! A lot of people spent their free time with their family, or their very own friends. Usually they accomplishing activity like watching television, about to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Do you need to something different to fill your own personal free time/ holiday? Could possibly be reading a book can be option to fill your no cost time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to try out look for book, may be the book untitled The Geometry of Strategy: Concepts for Strategic Management can be excellent book to read. May be it is usually best activity to you.

Mary Cruz:

That e-book can make you to feel relax. This particular book The Geometry of Strategy: Concepts for Strategic Management was colorful and of course has pictures around. As we know that book The Geometry of Strategy: Concepts for Strategic Management has many kinds or style. Start from kids until teens. For example Naruto or Private investigator Conan you can read and believe that you are the character on there. So , not at all of book usually are make you bored, any it can make you feel happy, fun and unwind. Try to choose the best book in your case and try to like reading that.

Download and Read Online The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel #AW86IZVSHTD

Read The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel for online ebook

The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel books to read online.

Online The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel ebook PDF download

The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel Doc

The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel Mobipocket

The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel EPub

AW86IZVSHTD: The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel