



Strategy Safari: A Guided Tour Through The Wilds of Strategic Management

By Henry Mintzberg, Joseph Lampel, Bruce Ahlstrand

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Strategy Safari, the international bestseller on business strategy by leading management thinker Henry Mintzberg and his colleagues Bruce Ahlstrand and Joseph Lampel, is widely considered a classic work in the field.

No other book synthesizes the entire history and evolution of strategic management in so lively and entertaining a fashion. Since the initial publication of *Strategy Safari*, managers, consultants, and academics all over the world have found this book an indispensable and delightful tool—it has been translated into more than ten languages, including Chinese, Russian, and French, and has been used in top MBA programs worldwide.

Strategy Safari makes sense of a field that often seems to make no sense. Mintzberg, Ahlstrand, and Lampel pair their sweeping vision of strategy making with an authoritative catalog in which they identify ten schools of strategy that have emerged over the past four decades.

Why struggle through the vast, confusing terrain of strategy formation? With clarity and depth, *Strategy Safari* maps the strategic landscape and facilitates intelligent, informed strategy formation.

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Mintzberg is a chaired professor of management studies at

Review

"Read the book. Let Henry Mintzberg, Bruce Ahlstrand, and Joseph Lampel guide you on an enlightening and entertaining excursion through the field of strategy making."

-- Lawrence Bennis, Senior Fellow of the Executive Development Center of the Harvard Business School

"*Strategy Safari* makes a convincing case for juggling several approaches at once. This book furnishes the complete tool set for every manager involved in strategy formation."

-- *Report on Business*

About the Author

Henry Mintzberg is the author of several seminal books, including *The Nature of Managerial Work*, *The Rise and Fall of Strategic Planning*, and *Managers Not MBAs*. He is Cleghorn Professor of Management Studies at McGill University.

Joseph Lampel is Professor of Strategy at Cass Business School, at City University London. He is the co-editor of the fourth edition of *The Strategy Process* and of *The Business of Culture: Strategic Perspectives in Media and Entertainment*.

Bruce Ahlstrand is a Professor at Trent University in Ontario.

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