

## Related Articles

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**Strategy textbooks need to get back to basics**, Jo Whitehead, Financial Times, October 17, 2011

Strategy is a topic much in demand on business school and executive education courses alike. It is often popular too – providing the chance to sit in the chair of the chief executive of companies such as Apple or Microsoft, guiding the future direction of powerful organisations.

You need to register for free with the Financial Times to read this article in full.

**Engage - the secret to strategy success**, HR Most influential 2011, Ceridian. September 2011.

“Engagement” is the new buzzword: employee engagement, community engagement, stakeholder engagement. But what does engagement mean in relation to strategy, and is it more than just a fad and fashion? Is there really something important here?

Philippa Hardman and Chris Nichols of Ashridge Business School wrote a chapter on Engagement in the book What You Need to Know About Strategy by Jo Whitehead

rivals, The Sunday Times, June 19, 2011

The best strategy options are often difficult to identify, says Jo Whitehead.

**Developing your strategic capability**, The Ashridge Journal, Summer 2011.

In his recent book "What you need to know about strategy", Jo Whitehead sets out the six questions that need to be answered to come up with a good strategy. In this article, he differentiates between those questions that are easy to answer and those that require greater skill and experience. This analysis enables individuals and their trainers to devise development that will strengthen their ability to create strategy.

**Strategy Refresher**, Ashridge Magazine, Network, Summer 2011.

You may be facing unprecedented strategic challenges but it's a long time since you were last in a classroom learning about strategy. This taster of Jo Whitehead's recent book "What you need to know about strategy" will help refresh your thinking.

**Does your strategy get the green light**, Finance and Management magazine, July/August 2011.

### Blogs

Strategy textbooks need to get back to basics - a comment on an article in the FT **Bell-Mallen Partnership LLP - Opinion blog**.

Strategy in crisis - keep it simple. **The GenesisMC blog**.