



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:

Theresa Gordon:

The ability that you get from The Geometry of Strategy: Concepts for Strategic Management will be the more deep you excavating the information that hide in the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to be aware of but The Geometry of Strategy: Concepts for Strategic Management giving you thrill feeling of reading. The article author conveys their point in specific way that can be understood simply by anyone who read the item because the author of this reserve is well-known enough. This kind of book also makes your vocabulary increase well. That makes it easy to understand then can go together with you, both in printed or e-book style are available. We advise you for having this The Geometry of Strategy: Concepts for Strategic Management instantly.

Daniel Padilla:

The e-book with title The Geometry of Strategy: Concepts for Strategic Management has lot of information that you can study it. You can get a lot of gain after read this book. This book exist new information the information that exist in this e-book represented the condition of the world currently. That is important to yo7u to understand how the improvement of the world. That book will bring you within new era of the the positive effect. You can read the e-book on your smart phone, so you can read this anywhere you want.

Joyce Williams:

Playing with family in the park, coming to see the sea world or hanging out with pals is thing that usually you might have done when you have spare time, in that case why you don't try factor that really opposite from that. 1 activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love The Geometry of Strategy: Concepts for Strategic Management, you may enjoy both. It is fine combination right, you still would like to miss it? What kind of hangout type is it? Oh can occur its mind hangout people. What? Still don't obtain it, oh come on its referred to as reading friends.

Patricia Humes:

This The Geometry of Strategy: Concepts for Strategic Management is great book for you because the content and that is full of information for you who have always deal with world and still have to make decision every minute. This book reveal it data accurately using great arrange word or we can state no rambling sentences inside it. So if you are read the idea hurriedly you can have whole data in it. Doesn't mean it only provides you with straight forward sentences but hard core information with splendid delivering sentences. Having The Geometry of Strategy: Concepts for Strategic Management in your hand like keeping the world in your arm, data in it is not ridiculous just one. We can say that no book that offer you world in ten or fifteen tiny right but this book already do that. So , this is certainly good reading book. Hi Mr. and Mrs. active do you still doubt in which?

Download and Read Online The Geometry of Strategy: Concepts for Strategic Management By Robert W. Keidel #1YS3J0NUQX9

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