

# Contents

<i>List of Figures</i>	xiii
<i>List of Tables</i>	xv
<i>List of Abbreviations</i>	xvii
1. Opening Strategy: Practices and Professionals	1
2. Making Strategy: Theory and Practice	23
3. Corporate Strategists: Surviving the 'Fall'	58
4. Strategy Consultants: Knowledgeable Professionals	90
5. Strategic Planning: Choice and Competition	127
6. Strategic Management: Change and Implementation	171
7. Open Strategy: Transparency and Inclusion	215
8. Changing Strategy—for the Better	254
<i>Appendix: Sources and Methods</i>	275
<i>Bibliography</i>	285
<i>Index</i>	297