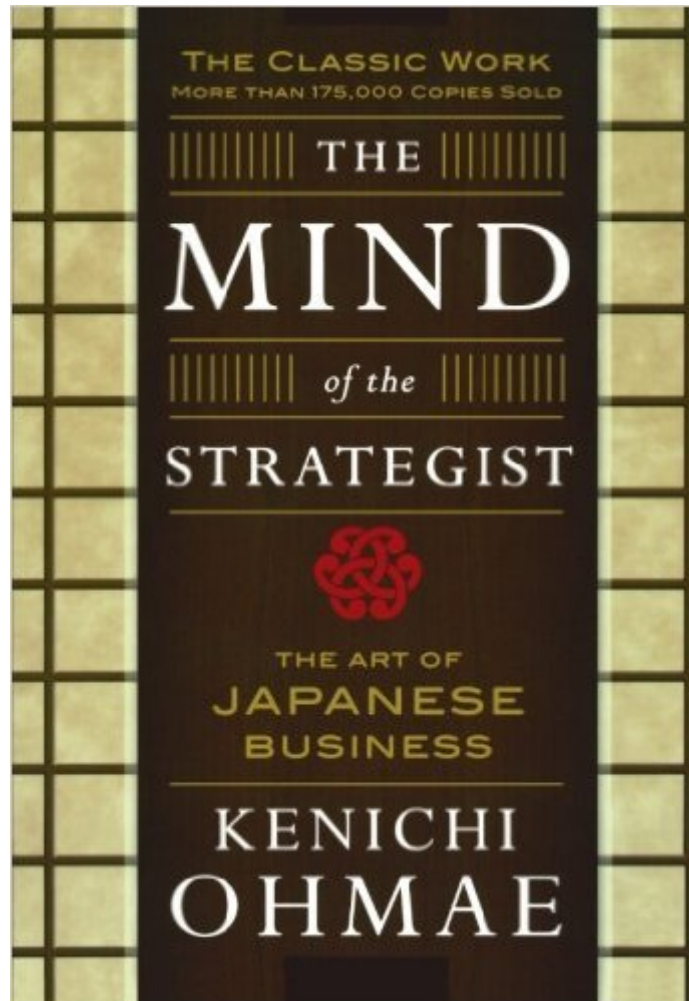


The book was found

The Mind Of The Strategist: The Art Of Japanese Business



Synopsis

This book, full of actual examples, aims to bring to life all of the dynamic, subtlety, and variety of business strategy as it is practiced in the real world and in real companies. The author does not purport to be inventing strategy in this book or to be revealing the secrets of Japanese business and strategic planning. Rather, he is exploring with the reader the ways in which the strategist must think, the key principles and thought patterns that real-world strategists have used to move their companies forward in Japan and throughout the world. He explores the relationship of the Strategic Triangle formed by the company, the customer, and the competition and shows how these factors must be the basis for all strategic thinking and planning.

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Customer Reviews

Kenichi Ohmae was Chairman of the Japan office of McKinsey & Company, the world-famous strategy consulting firm. He has been described as "Mr. Strategy" and has written several books and articles on strategy-related topics. Kenichi Ohmae believes that successful business strategies do not result from rigorous analysis but from a particular state of mind. "In what I call the mind of the strategist, insight and consequent drive for achievement, often amounting to a sense of mission, fuel a thought process which is basically creative and intuitive rather than rational." He uses theoretical knowledge from the various academic scholars and puts them in its place - "a place distinctly secondary to creative intuition in the tool kit of the successful strategist." The book split up in three parts, each consisting of 5 to 7 chapters. In Part I - The Art of Strategic Thinking, the author

concentrates on the basics of the mental process. In Chapter 1 - Analysis: The Starting Point, Ohmae introduces the strategic thinking process. He introduces various useful diagrams and flow processes for a more reliable recipe for success: "the combination of analytical method and mental elasticity that I call strategic thinking." In the chapters 2 to 6, the author explores the different directions the strategic thinker can pursue in quest of innovative strategies. In the final chapter of Part I, Ohmae explains how the right mindset for strategic thinking and how to develop the required strategy. In Part II - Building Successful Strategies, Ohmae shifts his focus from process to content. "In the construction of any business strategy, three main players must be taken into account: the corporation itself, the customer, and the competition." He refers to them as the three C's or the strategic triangle.

Last week I received an identical request from two sources to recommend a good book on business strategy. One is a first year MBA student and another a senior executive in a large multinational. Without hesitation, I recommended this book. Strategy has been a subject matter of interest to Business and Military than to any other profession. In both these cases it is about doing something differently to gain advantage over the adversary either in the battlefield or in the marketplace. Strategy is not just a piece of paper or a corporate manual but a state of the mind to win against all odds. So many books and theories have been written on this subject and still it continues to be a topic that cannot be defined as an exact science. If there is one topic that can be listed as the most important for any MBA program, undoubtedly it is Business Strategy. Another reason for revisiting this book is that in the last decade, we have been overloaded with concepts of digitization and technology as the main drivers of business. We have seen technologies that are excellent but have failed miserably in the marketplace. Technocrats have failed to convert bits and bytes into bucks. In the quest for technical excellence, strategy has taken a back seat. We need to fill this vacuum of strategic thinking. But then the problem is to have a strategy to understand and apply this vital topic ! It is here that this book is one among the best I have come across till date. Strategy is a combination of elastic thinking and application of analytical method. Ohmae explains this well and warns that strategy is not just somebody's spark of genius but a process that needs rigorous effort and continuous refinement.

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