



# The Mind Of The Strategist: The Art of Japanese Business

*By Kenichi Ohmae*

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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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## The Mind Of The Strategist: The Art of Japanese Business By Kenichi Ohmae Bibliography

- Sales Rank: #89171 in Books
- Brand: McGraw-Hill
- Published on: 1991-08-22
- Released on: 1991-08-01
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .80" w x 5.60" l, .0 pounds
- Binding: Paperback
- 304 pages

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### Editorial Review

From the Back Cover

#### A Masterful Analysis of Company, Customer, and Competition

Kenichi Ohmae-voted by *The Economist* as “one of the world's top five management gurus”-changed the landscape of management strategy in *The Mind of the Strategist*. In this compelling account of global business domination, Ohmae reveals the vital thinking processes and planning techniques of prominent companies, showing why they work, and how any company can benefit from them.

Filled with case studies of strategic thinking in action, Ohmae's classic work inspires today's managers to excel to new heights of bold, imaginative thinking and solutions.

“In many ways, Ohmae can be considered the modern reincarnation of a much older guru, Adam Smith.”-*Journal of Marketing*

“A fascinating window into the mind of one of Japan's premier strategists...full of ideas about how to improve strategic thinking.”-Michael E. Porter, Graduate School of Business Administration, Harvard University

#### About the Author

Internationally known as “Mr. Strategy,” **Kenichi Ohmae** was a partner at McKinsey & Company for 23 years, and today he is chairman of Ohmae & Associates. He is the author of more than 100 books.

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