

The Future of Strategy: Rethinking Decision-Making in an Uncertain World



The Future of Strategy by Colin S. Gray

★★★★☆ 4.3 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
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By Colin Gray

In "The Future of Strategy," Colin Gray argues that traditional ways of thinking about strategy are no longer adequate in the face of today's complex and uncertain world. He offers a new framework for strategic decision-making that is based on the recognition of uncertainty and the need for flexibility and adaptability.

Gray begins by arguing that the world has become increasingly complex and uncertain. This is due to a number of factors, including the rise of globalization, the proliferation of new technologies, and the increasing interconnectedness of the world's economies and societies. As a result, traditional ways of thinking about strategy, which were based on the assumption of a relatively stable and predictable world, are no longer adequate.

Gray then offers a new framework for strategic decision-making. This framework is based on the recognition of uncertainty and the need for flexibility and adaptability. Gray argues that strategic decisions should be made in a way that takes into account the possibility of unexpected events and changes in the environment. He also argues that strategic decisions should be made in a way that allows for flexibility and adaptability, so that organizations can respond to changes in the environment quickly and effectively.

Gray's framework for strategic decision-making has been praised by critics for its originality and its relevance to the challenges of the 21st century. "The Future of Strategy" is a must-read for anyone who is interested in the future of strategy and decision-making.

Key Features

- Provides a new framework for strategic decision-making that is based on the recognition of uncertainty and the need for flexibility and adaptability.
- Offers a comprehensive analysis of the challenges facing strategic decision-makers in the 21st century.

- Written by one of the world's leading experts on strategy.

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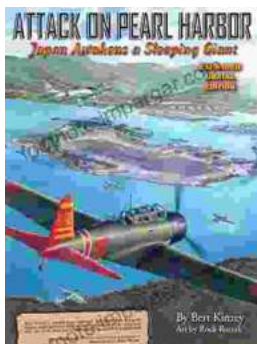
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