



Perspectives on Strategy

By Colin S. Gray

Oxford University Press. Paperback. Condition: new. BRAND NEW, Perspectives on Strategy, Colin S. Gray, Perspectives on Strategy examines in depth five aspects of strategy. Strategic thought and behaviour are explored and explained from the perspectives of intellect, morality, culture, geography, and technology. Each perspective has attracted persisting controversy. Perspectives on Strategy is strongly complementary to the author's previous book, *The Strategy Bridge: Theory for Practice* (OUP, 2010). This new work takes a notably holistic view of strategic phenomena, which serves as a master framework within which detailed examination of strategic history and issues can usefully be pursued in the light of particular perspectives. Foundational for the argument in *Perspectives on Strategy* is the proposition that distinctive aspects of strategy (e.g. ethics, culture, inter alia) can only be appreciated properly when they are regarded in context. The author shares this view with T. E. Lawrence (of Arabia), who wrote of the 'whole house of war'. *Perspectives on Strategy* gratefully adapts Lawrence and writes about the 'whole house of strategy'. The book insists that the nature of strategy is best represented by a Venn diagram that shows overlapping perspectives. Thus, the subject of each chapter is shown as having meaning for, and...



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