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The Lords of Strategy recounts the birth and evolution of strategy arguably the most influential business paradigm of the past half century and the trials and triumphs of the surprising disruptors who invented it. Principal among them were four men Bruce Henderson, founder of the Boston Consulting Group; Bill Bain, creator of Bain & Company;

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The Lords of Strategy is a book by Walter Kiechel III, a business journalist, former Editorial Director of the Harvard Business Review and former Managing Editor of Fortune magazine, which presents the analysis of strategy evolution since the 1960s. The book was published by Harvard Business Press on March 3, 2010. It was longlisted for the 2010 Financial Times and McKinsey Business Book of the Year Award.

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The Lords of Strategy: The Secret History of the new Corporate . World . Walter Kiechel III, Boston, Harvard Business Press, 2010, ISBN 13: 978-1-59139-

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Notes on Sources (and a few corrections)

Preface: Three Common Beliefs to Be Discarded

vii: "The Financial Times would say of him..."

Christopher Lorenz. "Legend behind the cash cow." Financial Times, July 27, 1992. viii:

"But fewer than 4 percent..."

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