



Thinkers 50 Strategy: The Art and Science of Strategy Creation and Execution

By Stuart Crainer, Des Dearlove

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The World's Leading Business Minds on Today's Most Critical Challenges

Featuring W. Chan Kim, Renee Mauborgne, Rita McGrath, Richard D'Aveni, Gary Hamel, Chris Zook, Pankaj Ghemawat, and others

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Editorial Review

About the Author

STUART CRAINER and **DES DEARLOVE** are the creators of Thinkers50--the world's most influential global ranking of management thought leaders. *Management Today* describes them as "market makers par excellence." Their written work has appeared in The (London) Times, Financial Times, The Times of India, Newsweek Japan, and many other publications.

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