



The Strategy Mindset

By Dr. Chuck Bamford



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Some say business strategy is 50 percent art and 50 percent science. The truth is probably closer to 65 percent art and 35 percent science, but the science of strategy remains critical. While art must be developed from within, science can be taught--and it forms the foundation of any business strategy.

In *The Strategy Mindset*, strategy consultant, author, speaker & Adjunct Professor Strategy Dr. Chuck Bamford provides a simple yet practical guide to creating corporate strategy using well researched and battle-tested approaches.

This is not a cumbersome textbook filled with academic language. Nor is it a reworking of popular strategy ideas that are useless in practice. Instead, *The Strategy Mindset* provides actionable applications of strategic thinking tailored to the realities of business.

Dr. Bamford has refined this approach to make it a practical and efficient model for the design and implementation of strategy. Although mastery of these approaches takes time, a motivated management team can effectively implement them and see a profound impact on their company.

Practice the art of strategy...but master the science first.

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Editorial Review

Review

"Having read more books on strategy than I can remember, I particularly like this one. As I read the book, there were times I found myself arguing with the author. At other times, I was nodding. Still at other times, I found myself with immediately actionable ideas to improve the process at my own organization." *Skip Prichard Leadership Insights*

"If developing and executing an effective strategy for your business has had you stumped, you're in for a real treat." *Read-To-Lead Podcast*

Did Someone Say Competitive Advantage? A Great New Book on Strategy - "I have been waiting for Dr. Chuck to create this volume for some time now. The author is a straight talker. I don't often make endorsements, but I cannot speak highly enough of this book." *The COO's Bulldog (coobulldog.wordpress.com)*

The Four Best Business Books I've Read This Year - "This one from Dr. Chuck Bamford is probably the most succinct playbook I've read on building and executing strategy." *Brendan Reid (brendanreid.com)*

"Moe and Dr. Chuck Bamford talk about a simple yet practical guide to creating corporate strategy using well researched and battle-tested approaches." *33Voices (33voices.com/authors/chuck-bamford)*

From the Back Cover

"Our employees are our competitive advantage." "Quality is the top priority at our company." "We put customers first."

Sound familiar? These statements have two things in common: They are all sincere attempts at corporate strategy and, at their heart, simply superficial platitudes. What company doesn't claim to focus on quality and customer service? Who doesn't think they have the best employees?

Veteran strategic consultant, author, and researcher Dr. Chuck Bamford offers a chance to develop more effective, meaningful competitive advantages. Through his well researched and practical approach, Bamford has helped hundreds of organizations identify and develop their true competitive advantages.

Bamford's approach can be quickly understood and absorbed, making it possible for a dedicated senior management team to implement the plan and produce rapid results. His approach is simple and direct, with none of the academic language that bogs down so many similarly themed books.

Corporate strategy is a mix of art and science. You provide the art; let Dr. Chuck Bamford provide the science.

About the Author

Dr. Chuck Bamford is the managing partner of Bamford Associates, a firm focused on developing practical

strategic plans and working with companies to implement those plans throughout the organization.

Before earning his PhD, Bamford spent twelve years in industry. For twenty years he taught strategy and entrepreneurship at the undergraduate, graduate, and executive levels. He is currently an adjunct professor at the University of Notre Dame and has won nineteen teaching excellence awards, including ten Executive MBA Professor of the Year Awards and has been named a Noble Foundation Fellow in Teaching Excellence.

Bamford is the author of five textbooks in both Strategy and Entrepreneurship in addition to the fiction novel "Some Things Are Never Forgiven". His research studies have appeared in the top journals of both fields and he regularly contributes to news organizations.

Users Review

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Eric Butler:

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Diane Walker:

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