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## What is *Strategy Simplified*?

*Strategy Simplified* is a book.

It is written for everyone, from CEO to office assistant. It is in plain English and uses illustrations to clearly convey simple concepts. It provides a clear and useful definition of a strategy, then uses that definition to explain how strategies can be documented, analysed, evaluated, and improved.

Most books on business strategy don't explain what a strategy is, and if they do, they generally get it wrong. Which makes those books rather worthless.

The contents include:

### Part 1

- What is a strategy?
- Discussing strategies.
- Complexity.
- The strategist's job.

### Part 2

- Finding alternatives.
- Evaluating alternatives.
- Communicating strategies.
- Risk.
- Working with strategies.
- Gaming theory.

### Part 3

- Case studies

## When will it be available?

We are unsure when it will become available. We are working with publishers via a literary agent.

To express interest please email [info@smapped.com.au](mailto:info@smapped.com.au).

