

ReCreating Strategy

'Cummings' book is very interesting, refreshing and intellectually stimulating... It should be a mandatory textbook for all serious students of management' - Management Learning 'Stephen Cummings' ReCreating Strategy is currently the best book on strategy, combining a holistic and critical understanding of the issue' - Stewart Clegg, University of Technology, Sydney 'An imaginative attempt to bring together and apply the many analytical frameworks relating to the organization as a whole into strategy theory and practice. Written for students on strategy, change management and more general management and organization theory courses. Encourages students to question assumptions and think creatively about strategy and management. Stimulating and original' - Long Range Planning 'In this intriguing book [Cummings] claims to be surprised that academics critical of management theory don't critique its history, and proposes a kind of liberation theology in response, but this is not as doctrinaire. It's more like replacing some well-justified habits with a refreshing originality of approach. The outcome is stimulating. The author offers a cogently argued deconstruction of some well-known frameworks in strategy, and delivers his own reinterpretation of strategic discourse. There are five longer case studies in the book and several shorter vignettes scattered throughout early chapters, as well as pedagogical aids at the end of each chapter' - Best of Biz, The Business Information Site 'Do you worry about organizations becoming slaves to markets? Do you wish that organizations had the nerve to build their own ethos rather than just grubbing for profit? Do you aspire to inspiration rather than perspiration? Why does management practice get in the way of thinking and creativity? Stephen Cummings provides insight and guidance in a book of genuine scholarship and creativity' - John McGee, President of the Strategic Management Society, USA 'Management courses need more of what Stephen is offering. He wants us to go on an 'unlearning curve', one which leads to fresh thinking about strategy and the emerging roles and responsibilities of business and companies. This book not only tells us where we are coming from but, more importantly, it inspires us to think profoundly about where we could go. It's also a very good read' - Josephine Green, Director of Trends and Strategy, Philips 'ReCreating Strategy provides a challenging examination of the emergence of management which combines postmodern and orthodox perspectives. Stephen Cummings is able to provide not only a fresh treatment of strategy and ethics but also to engage with a variety of potential audiences. He provokes and informs in equal measure' - Richard Whipp, Cardiff University 'A truly eclectic approach to strategy! Intellectually capturing, the book is great fun to read at the same time. A must for those who want to discuss management beyond styles, fads and fashions' - Hubert Wagner, Qonsult ReCreating Strategy is written for students of strategy, change management and more general management and organization theory courses. It will provide a better understanding of how to bring together and apply the many analytical frameworks relating to the organization as a whole. Stephen Cummings challenges the view that there is never one best framework and shows why the latest theory is not necessarily better than earlier ones. The textbook includes short and long case studies, interesting pictorial aids and examples, and a generally more participative and rewarding approach than that offered by more mainstream texts. PowerPoint slides to accompany the book are now also available by clicking on the link to 'Sample Chapters and Resources' in the left hand margin. The book also offers more scope for individual lecturers who wish to encourage students to question assumptions and think creatively about strategy and management.

To view selected pages visit www.sagepub.co.uk/resources/strategy.htm ReCreating Strategy provides a challenging examination of the emergence of management which combines postmodern and orthodox perspectives. Stephen Cummings is able to provide not only a fresh treatment of strategy and ethics but also to engage with a variety of potential audiences. He provokes and informs in equal measure' - Richard Whipp, Cardiff University 'A truly eclectic approach to strategy! Intellectually capturing, the book is great fun to read at the same time. A must for those who want to discuss management beyond



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