



The Lords of Strategy: The Secret Intellectual History of the New Corporate World

By Walter Kiechel

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Imagine, if you can, the world of business - without corporate strategy.

Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics.

But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In *The Lords of Strategy*, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry:

Bruce Henderson, founder of Boston Consulting Group

Bill Bain, creator of Bain & Company

Fred Gluck, longtime Managing Director of McKinsey & Company

Michael Porter, Harvard Business School professor

Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

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Editorial Review

Review

“[Kiechel’s] ‘The Lords of Strategy’ is a clear, deft and cogent portrait of what the author calls the most powerful business idea of the past half-century...” – The Wall Street Journal

“This enjoyable book deserves consideration for your physical or virtual bookshelf.” — *The Journal of Product Innovation Management*

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Named one of “5 Smart Books” on the origins of the strategies – SmartMoney.com

“...Kiechel has done a real service...in bringing his subject to life. The book serves as a primer as well as a history, and as such almost any executive or B-school student would do well to pick it up.” —The Conference Board Review

“engaging book” - Strategy + Business

About the Author

Walter Kiechel III has been the editorial director of Harvard Business Publishing and the managing editor at Fortune magazine. He has written articles and columns on all aspects of business, and is the author of a previous book, *Office Hours: A Guide to the Managerial Life* (Little, Brown, 1989). He received AB, MBA, and JD degrees from Harvard, and served five years in the U.S. Navy.

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A business journalist cogently presents his ideas on how the international corporate world should carry out strategic planning. The author painstakingly researched the inside stories of the prime movers in several well-known consulting firms, such as the Boston Consulting Group, McKinsey, and others. Narrator Robertson Dean's warm baritone is well matched to the content, enhancing it and holding listener interest. Dean's use of nuance and moderate pacing works well for Kiechel's discussion of the impact and relevance of strategic planning consultants. Business students and leaders alike will benefit from this thoughtful consideration of the practice of using outsiders to help create change. W.A.G. © AudioFile 2010, Portland, Maine

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