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Dr. Max Mckeown is the author of The Strategy Book, winner of the Commuter Read at the Chartered Management Institute Book of the Year 2013 and Amazon's Best Business Books of 2012. He is also author of The Innovation Book, Adaptability: The Art of Winning in an Age of Uncertainty, and four other books. He works as a strategic coach with Fortune 100 companies and is also a popular keynote speaker at conferences worldwide.

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Max McKeown, also the author of The Innovation Book among other strategy

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risk is the difference between those goals and the ability of the organization to achieve them. So part of the risk is created by the strategy.” — Max McKeown, The Strategy Book

Max McKeown (Author of The Strategy Book)

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The Strategy Book | StrategicScience.Org

Max McKeown (born in London, October 1969) is an English writer, consultant, and researcher specialising in innovation strategy, leadership and culture. He has written six influential books and conducts research with Warwick Business School (Young, 2008). He is a fellow of the RSA. He served on the Advisory Board for the Rollins Center for eBusiness.

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About Max Mckeown Max Mckeown is an author, consultant and popular speaker in the strategy field. He shares cutting edge research with clients in the real world of major corporations. Max has a PhD and MBA with a speciality in strategy and strategic change.

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Dr. Max Mckeown is the best-selling author of The Strategy Book, The Innovation Book and five other award-winning books, which have been translated into 10 different languages including, most recently, Portuguese, Chinese and Japanese. He is an expert in strategy, leadership, innovation and how to create a better future.

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