
“Strategy is about making choices, trade-offs; it's about deliberately choosing to be different.” — Michael Porter

Learn the Art of Strategic Thinking

What Is Strategy Management?

This video offers a clear, practical introduction to strategy management — what it is, why it matters, and where it can fall short. It's a solid starting point for understanding how organizations plan and execute strategy to reach their goals.

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4 Ways to Develop Your Strategic Thinking Skills

Whether you're a student or a professional, four habits stand out: understanding the big picture, questioning assumptions, seeking diverse perspectives, and making informed decisions. Together, they offer practical ways to sharpen your strategic thinking.

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Chris Zook outlines strategies for expanding beyond an organization's core competencies while managing risk. Drawing on data-driven insights, this article maps out a roadmap for sustainable diversification.

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Powerful Ideas to Ponder On



Blue Ocean Strategy — W. Chan Kim & Renée Mauborgne

This global bestseller reframes strategic thinking around “blue oceans” — uncontested market spaces where growth comes from making competition irrelevant. Drawing on more than 150 strategic moves across industries, the authors lay out a systematic framework for innovating, aligning operations, and stepping outside traditional competitive traps.

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Good Strategy, Bad Strategy — Richard Rumelt

Richard Rumelt takes aim at the vague ambitions and misaligned goals that pass for strategy, offering a clear framework for spotting and fixing the core problems underneath. His central argument: good strategy rests on sharp analysis and a focus on actionable solutions — not wishful thinking dressed up as vision.

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The Observer

By Chanchal Sharma

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