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Max McKeown (born in London, October 1969) is an English writer, consultant, and researcher specialising in innovation strategy,

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leadership and culture.  
He has written six  
influential books and  
conducts research with  
Warwick Business  
School (Young, 2008).  
He is a fellow of the  
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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

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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 is an  
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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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“ The smart strategist  
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popular speaker in the strategy field. He shares cutting edge research with clients in the real world of major corporations. Max has a PhD & MBA with a speciality in strategy and strategic change. His clients include: Microsoft, Virgin, Sun International, 2012 Olympics, Toyota and Topshop.

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