

# Pragmatic Strategy: Eastern Wisdom, Global Success

By Ikujiro Nonaka; Professor Zhichang Zhu

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**Pragmatic Strategy Eastern Wisdom Global Success -**

Pragmatic Strategy Eastern Wisdom, Global Success. CAD\$47.00 (Z) textbook. Authors: Ikujiro Nonaka, Zhichang Zhu, University of Hull; Date Published:

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In the first part of this review I want to select what seem to me to be the key points that Nonaka and Zhu make in this book about strategy, and I will

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The first book, by Professors Nonanka and Zhu, Pragmatic Strategy: Eastern Wisdom, Global Success, is a good place to start and takes a specifically Asian look

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