During the 1980s and 1990s, Richard Normann and his colleagues developed an original approach to strategy, based on seeing value as inherently co-produced in systems. Their ‘Value Creating Systems’ approach was a strong contrast to the idea of ‘competitive advantage’ that defined strategy at the time.

Strategy for a Networked World revisits and further develops these ideas. It is co-authored by two long-standing colleagues of Normann, Rafael Ramírez and Ulf Mannervik, who have successfully applied these ideas to their own consultancy practice.

Designed to advise strategists and business developers working in uncertain, complex and turbulent contexts, it is suitable both for practitioners and for academics, combining theory and the means to turn it into practice. It will also serve as a valuable contribution to MBA classes and towards the development of more effective business strategies.

About Richard Normann
Richard Normann (Finland, 1943 - Paris, November 18, 2003) was a Swedish management consultant and researcher early in the development of theories of service management, interactive strategy, and offerings. Spurning the superficial ‘quick fix’ approaches typical of so much writing in this field, Normann dared to challenge conventional thinking and ask the deeper, subtler and more probing questions. Green Templeton College, at Oxford University, honours his memory with the Annual Richard Normann Lecture.

About the Authors
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About World Scientific

World Scientific Publishing Company was established in 1981 with only 5 employees in a tiny office. Today, the company employs more than 200 staff at its headquarters in Singapore and 450 globally. It has offices in New Jersey, London, Geneva, Hong Kong, Taipei, Beijing, Shanghai, Tianjin and Chennai. In about 3 decades, it has established itself as one of the leading scientific publishers in the world, and the largest international scientific publisher in the Asia-Pacific region.

World Scientific broke new ground in 1991 when it signed a memorandum of agreement with the Nobel Foundation to publish the entire series of Nobel Lectures in all subjects—physics, chemistry, physiology or medicine, economic sciences and literature. The company has published and distributed the Nobel Lectures series (1901-2010) worldwide, making accessible the scientific, literary and humanitarian achievements of numerous Nobel laureates to a wide audience.

In 1995, World Scientific co-founded the London-based Imperial College Press with London University’s Imperial College. In 2006, the Press became a wholly-owned subsidiary of World Scientific. The Press publishes mainly in the fields in which Imperial College itself is particularly well-known, such as Engineering, Medicine, Information Technology, Environmental Technology, and Management Sciences.