



Sept 2019

Strategy Magazine: Article Idea Proposal

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| Your background (e.g. strategy mar books/articles): | nager/practitioner/student, consultant, academic, published |
| Proposed ¹ : | |
| Article Title | |
| Article Purpose What is the objective of the article? | |
| Is the idea proposed new or is it a counter argument for an existing idea? | |
| Contribution What is the value, innovation, pertinence of the idea proposed? | |
| Authority On what facts (e.g., research evidence, case examples, quotes) is the idea based? | |
| Practical Application How can the idea proposed be applied in practice? | |

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