

## Strategy Magazine: Article Idea Proposal

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone no.: \_\_\_\_\_ Country: \_\_\_\_\_

Your background (e.g. strategy manager/practitioner/student, consultant, academic, published books/articles):

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### Proposed<sup>1</sup>:

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| <b>Article Title</b>  |  |
| <b>Article Purpose</b><br>What is the objective of the article?<br><br>Is the idea proposed new or is it a counter argument for an existing idea? |  |
| <b>Contribution</b><br>What is the value, innovation, pertinence of the idea proposed?  |  |
| <b>Authority</b><br>On what facts (e.g., research evidence, case examples, quotes) is the idea based?   |  |
| <b>Practical Application</b><br>How can the idea proposed be applied in practice?   |  |

Sept 2019

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<sup>1</sup> Proposed Title may be edited. Consider Strategy Magazine Publication Criteria when completing this form.