

Roy Morgan Research is delighted to be hosting a special
Melbourne Writers Festival Business Luncheon,
'The Art of Action'
with Stephen Bungay,
chaired by Stephen Mayne.

'THE ART OF ACTION'

A Melbourne Writers Festival
business lunch with acclaimed
historian Stephen Bungay

In *The Art of Action* Stephen Bungay's employs the lessons of military history to solve the complexities of contemporary business. His latest book offers a fresh approach to strategy, communication and leadership, offering advice on how to close the gap between plans, actions and results.



27 AUGUST - 5 SEPTEMBER 2010 WWW.MWF.COM.AU

Date: Tuesday 31 August
Time: 12.30pm – 2pm, doors open at 12.15pm
Venue: Morgans at 401, Ground Floor,
401 Collins Street, Melbourne
Bookings: www.mwf.com.au or (03) 9999 1199
Price: \$75, includes lunch, tables for eight available.
Code: 4203

The Art of Action - "A radical, counter-cultural solution to the impasse business is facing today" Aidan Walsh, Partner, Ernst & Young.

In *The Art of Action* Stephen Bungay's employs the lessons of military history to solve the complexities of contemporary business. His latest book offers a fresh approach to strategy, communication and leadership, offering advice on how to close the gap between plans, actions and results. In rediscovering an old solution to a current problem, Bungay provides managers with a way of overcoming the barriers to success in an unpredictable environment.

A former partner in the Boston Consulting Group, Stephen Bungay is now a director of the Ashridge Strategic Management Centre in London and is an acclaimed military historian, and author of *The Most Dangerous Enemy: An Illustrated History of the Battle of Britain* and *Alamein*. He is in Australia speaking to the Australian Leadership Retreat organised by the Australian Davos Connection.

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