

## 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>:

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

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