

Fundamentals Of Strategy

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Fundamentals of strategic management.indb 19 5/9/18 9:18. 20. Fundamentals of strategic management. part and parcel of strategic management. Topics here range from managing the global .

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corporate-level strategy concerned with overall scope of an orga and how value is added to the constituent business for the orga as a whole eg. geography, product diversity, M&A
>determining range of businesses to incl. is basis of other strategic decisions eg. acquisitions

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Strategy Formulation: Formulate strategies that build and sustain competitive advantage by matching the organization's strengths and weaknesses with the environment's opportunities and threats. 4. Strategy Execution: Implement the strategies that have been developed. 5. Strategic Control: Measure success and make corrections when the strategies are

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Fundamentals of Strategy. Developed for students on short courses in strategy for example, doing an initial course at undergraduate, postgraduate or post-experience level, or studying strategy as part of a wider degree in the arts, sciences or engineering, this book focuses on the analysis and formulation of strategy.

~~Fundamentals of Strategy by Gerry Johnson~~

Strategy is the direction of an organization. This gives a more comprehensive view of strategy than some influential definitions (Chandler, Porter, Mintzberg). Three horizons framework: Organizations should think of themselves as comprising three types of business or activity, defined their in terms of years.

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Crafting a global strategy requires making decisions about which strategy elements can and should be globalized and to what extent, and de Kluyver's Fundamentals of Global Strategy can help you illuminate these facts to your students.

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