

Fundamentals Of Strategy

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corporate-level strategy concerned with overall scope of an orga and how value is added to the constituent business fo 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.

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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.

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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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