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important are:
creating value,
handling imitation and
defining a ...

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the following
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corporate-level
strategy concerned
with overall scope of
an orga and how

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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

~~Fundamentals of
Strategy (Johnson,~~

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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

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Execution: Implement the strategies that have been developed.

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for students on short
courses in strategy for
example, doing an
initial course at
undergraduate,
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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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Johnson~~

Strategy is the
direction of an
organization. This

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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

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