

Strategy As Practice

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An analysis of what people do in relation to the development of strategy in organizations. Research in strategy has shifted significantly towards strategy as something organizations have, rather than strategy as something that managers do. The activities of the people who actually manage and develop organizational strategy have become marginalized. Strategy as Practice argues the reverse: that research on strategy needs to take seriously what strategists do and the effects of what they do. Written by a distinguished team of researchers and educators, the book sets out a research agenda, provides guidelines on theoretical perspectives and alternative methodologies for research on practice as well as commentaries on published illustrative papers that exemplify the practice perspective. Strategy as Practice will be essential reading for doctoral students, researchers and academics who wish to understand or undertake research in this important field of management research. EAN/ISBN : 9780511332050 Publisher(s): Cambridge University Press Format: ePub/PDF Author(s): Johnson, Gerry - Langle, Ann - Melin, Leif

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