



Developing Strategies: A Very Brief Introduction (Paperback)

By Stefan Kühl

Organizational Dialogue Press, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Hardly any other management concept is as overused as strategy, yet at the same time hardly any other concept is as vaguely defined. As a means of escaping the conceptual jumble, this monograph suggests a systems-theoretical definition which makes it possible to sort out the various threads of the strategy discussion. Strategies are search programs used for finding the means to achieve previously defined goals. With these, we let classical ideas about strategy confront modern organizational theory, and demonstrate how strategy development in organizations can look beyond purpose-rational constraints.

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