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Strategic Theory for the 21st Century

reduces strategy to just a good idea without the necessary underlying thought or development It also leads to confusion between strategy and planning, confining strategic possibilities to near-time planning ...

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Competitor analysis is a driver of an organization's strategy and affects how firms act or react in their industries The organization does a competitor analysis to measure and or assess its standing amongst competitors Whilst competitor analysis is a bit narrower term of competitive analysis...

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the subject, Strategy and the Business Landscape by Pankaj Ghemawat is recommended Modern Competitive Strategy by Gordon Walker provides a slightly longer and very solid introduction If you want a longer treatment, Contemporary Strategy Analysis ...

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