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Strategy safari: a guided tour through the wilds of strategic management

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Abstrak

From the outset, we believed that the book should have as much relevance for managers and consultants in practice as students and professors in the clasroom. So we set out to write an easily accessible explanation of the fascinating field of strategic management. Sure, some parts may appeal more to practitioners, while others may be more of interest to the academically inclined. This is in the nature of the beast. We did not set out to domesticate it but to make it friendly. We wanted readers from everywhere to join our safari. But at the same time we want to challenge you. We take risks and hope that they will invigorate you. For as we argue throughout, the field of strategic management needs to be opened up, not closed down: it needs reconciliation among its many different tendencies, not the isolation of each.