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1.3 The Exploring Strategy Framework 11 1.3.1 Strategic position 12 1.3.2 Strategic choices 13
1.3.3 Strategy in action 14 1.4 Working with strategy 16 1.5 Studying strategy 18 1.6 Exploring
strategy further 20 1.6.1 Exploring strategy in different contexts 20 1.6.2 Exploring strategy
through different 'strategy lenses' 21 Summary 22

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EIGHTH EDITION EXPLORING CORPORATE STRATEGY

The book I read to research this post was Exploring Corporate Strategy by Gerry Johnson et al which

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is a very good book which I bought from a car boot sale. This book which is the 2nd edition was published in 1988 and much of the information in the book is probably a bit out of date not to mention corporate strategy has changed since but it's ...

Exploring Corporate Strategy by Gerry Johnson

The Exploring Strategy Model: Includes understanding the strategic position of an organisation assessing strategic choices for the future and managing strategy in action (process). At first you have to understand the strategic position, then making strategic choices and finally turning strategy into action.

Summary Exploring Strategy - chapter 1-15 - - StudeerSnel

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