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Altri autori (Persone)	LohLucy (Management consultant)
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Nota di contenuto	pt. 1. A different approach -- pt. 2. Dimensions of strategy -- pt. 3. 80 patterns of strategy -- pt. 4. Developing and executing strategy.
Sommario/riassunto	Patterns of Strategy is a revolutionary approach to developing business strategy that shows how the fit between organisations drives strategic direction. The authors offer 80 'patterns' of strategy which organizations can use to understand the relationship of their business and their strategy to the actors around it. These patterns provide a toolkit for designing different ways to collaborate, and also offer alternative types and approaches of competition. It is essential reading for those who wish to know and understand how you can manoeuvre change to your organisation's fit and play it to your advantage.