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Autore	Ansoff H. Igor
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Nota di contenuto	1. Epistemological Underpinnings & Original Concepts of Strategic Management -- 2. Why make Strategy Explicit? -- 3. Evolution of Management Systems -- 4. From Strategic Planning to Strategic Management -- 5. Modes of Strategic Behavior -- 6. Strategic Diagnosis -- 7. Concept of Organizational Capability -- 8. Diagnosing Future General Management Capability -- 9. Competitive Posture Analysis in Turbulent Environments -- 10. Dispersed Positioning in Competitive Analysis -- 11. Optimizing the Strategic Portfolio -- 12. Strategic Dimensions of Technology -- 13. Societal Strategy for the Business Firm -- 14. Strategic Dimensions of Internationalization -- 15. General Managers for Diversified Firms -- 16. Selecting a Management System to Fit the Firm -- 17. Designing the Firm's Structure -- 18. Management Response to Surprising Changes -- 19. Strategic Issue Management -- 20. Using Weak Signals -- 21. Behavioral Resistance to Change -- 22. Systemic Resistance -- 23. Alternative Methods for Managing a Discontinuous Change -- 24. Managed Resistance ('Accordion') Method for Introducing a

Discontinuous Change -- 25. Institutionalizing Strategic Responsiveness.

Sommario/riassunto

Coming more than 25 years after the last edition, this edition of the groundbreaking Ansoff work on the concepts and practical implementation of strategic management provides up-to-date case studies and simplified figures and offers a comprehensive approach to guiding firms through turbulent environments. In this age of digital transformation, the ability to respond quickly and strategically to unpredictable change can determine the success or failure of the firm. As an organization becomes more successful at implementing change, the ability to respond to changes in the environment will be entrenched in its culture. This book is based on a strategic success model which demonstrates how to optimize a firm's performance. For managers, students, and researchers wanting a step-by-step methodology on how to analyze a firm, this book will serve as an invaluable resource for thinking and acting strategically.