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Altri autori (Persone)	BowerJoseph L GilbertClark G
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Nota di contenuto	Linking resource allocation to strategy / Joseph L. Bower, Yves L. Doz, Clark G. Gilbert -- Modeling the resource allocation process / Joseph L. Bower -- The role of strategy making in organizational evolution / Robert A. Burgelman -- Anomaly-seeking research : thirty years of theory development in resource allocation theory / Clark G. Gilbert, Clayton M. Christensen -- When the bottom-up resource allocation process fails / Donald N. Sull -- Customer power, strategic investment, and the failure of leading firms / Clayton M. Christensen, Joseph L. Bower -- No exit : the failure of bottom-up strategic processes and the role of top-down disinvestment / Donald N. Sull -- The process of international expansion : comparing established firms and entrepreneurial start-ups / Walter Kuemmerle -- Restoring the bottom-up process of resource allocation / Clark G. Gilbert -- Strategy making as an iterated process of resource allocation / Tomo Noda, Joseph L. Bower -- Beyond resource allocation : how definition and impetus interact to shape strategic outcomes / Clark G. Gilbert --

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Sommario/riassunto

Joseph L. Bower and Clark G. Gilbert have collected together some of the leading experts on strategy to examine how strategy is actually made by company managers across the several levels of an organization. Is strategy a coherent plan conceived at the top by a visionary leader, or is it formed by a series of smaller decisions, not always reflecting what top management has in mind? Often it is by examining how options for using resources are developed and selected, that we can see how a company's competitive position gets shaped. On the basis of this understanding, we can see better how these
