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Nota di contenuto	The integration of history and strategy research / Steven J. Kahl, Brian S. Silverman, Michael A. Cusumano -- Economic experiments and the development of wi-fi / Shane Greenstein -- Platforms versus products : observations from the literature and history / Michael A. Cusumano -- Patent pools : licensing strategies in the absence of regulation / Ryan Lampe, Petra Moser -- Marrying history and social science in strategy research / Johann Peter Murmann -- The evolution of alternative business models and the legitimization of universal credit card industry : exploring the contested terrain where history and strategy meet / Huseyin Leblebici -- Strategy followed structure : management consulting and the creation of a market for 'strategy,' 1950-2000 / Christopher McKenna -- Strategy, ideology, and structure : the political

processes of introducing the M-form in two Dutch banks / Matthias Kipping, Gerarda Westerhuis -- History in strategy research : what, why, and how? / Paul Ingram, Hayagreeva Rao, Brian S. Silverman -- Audience structure and the failure of institutional entrepreneurship / Steven J. Kahl, Gregory J. Liegel, JoAnne Yates -- Orphaned jazz : short-lived start-ups and the long-run success of Depression-era cultural products / Damon J. Phillips.

Sommario/riassunto

Business historians and economic historians frequently contribute to our understanding of strategic management, and strategy scholars often rely on a deep understanding of historical context to make sense of classic strategy issues. Historically, the two sets of scholars have not always communicated with each other as effectively as one might hope. They also have different approaches to methodology and assessment of validity of results, which adds to this 'two solitudes'. In this volume, strategy scholars, business historians, and economic historians are brought together to develop a volume that explores the complementarities of approaches.
