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Nota di contenuto	Linking resource allocation to strategy / Joseph L. Bower, Yves L. Doz, Clark G. Gilbert -- Modleing 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 --

Corporate intervention in resource allocation / Thomas R. Eisenmann -- The entrepreneurial m-form : a case study of strategic integration in a global media company / Thomas R. Eisenmann, Joseph L. Bower -- Strategic flexibility : corporate-level real options as a response to uncertainty in the pursuit of strategic integration / Michael E. Raynor -- Resource allocation processes in multidimensional organizations : MNCs and alliances / Yves L. Doz -- Resource allocation, strategy, and organization : an economist's thoughts / John Roberts -- Comments on the resource allocation process / Daniel A. Levinthal -- Research complementarities : a resource-based view of the resource allocation process model (and vice versa) / Margaret A. Peteraf -- CEO as change agent? / Joel M. Podolny -- A revised model of the resource allocation process / Joseph L. Bower, Clark G. Gilbert.

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Sommario/riassunto

Drawing on the work of leading experts in strategy, this collection provides a clear understanding of what strategy is and how it affects organizations. The work combines some of the latest thinking on resource allocation, with models designed for actually building the systems.

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