Reshaping Strategy. Edition No. 1

Description: Strategy as practiced by companies today has many flaws. "Reshaping Strategy" offers a new perspective, new tools and ideas on how to address strategic issues for enabling new growth by developing fresh answers to the classic questions in strategy: what business are you in, who is your customer, and how to organize to fulfill customers' needs? The book features three main parts: Part 1 gives an overview of the current literature on the content and process of strategic management in general, followed by criticism in regard to the content, process, and tools used today. Part 2 gives a definition, as well as a detailed description of the content, process and context of strategic innovation. Furthermore it offers tools for assessing the innovativeness of strategies and a framework for thinking through the various issues involved in strategic innovation. Part 3 focuses on managerial implications. Each chapter contains not only practical advice on how to develop innovative strategies, but offers summaries, along with trigger questions to gain new insights and help challenge managers' and companies' mental models.


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