



What Is Strategy and Does It Matter?

By Richard Whittington

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In this revision of his classic book Richard Whittington challenges the basic assumptions of management orthodoxy. By applying four basic theoretical approaches of strategy-making to a series of key strategic issues, Whittington demonstrates the practical implications of different theories with many examples. Students are then challenged to critically evaluate their own personal approach to strategy-making in practice. The new edition is fully updated to cover the latest issues in strategy including expanded coverage of the resource-based and knowledge-based views of the firm, and utilises new examples from the international, service and 'ebusiness' sectors.

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Editorial Review

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Preface; 1. What is Strategy and Does it Matter?; Introduction. Profit and Process in Business Strategy. The Plan of the Book. 2. Theories of Strategy. Introduction. The Classical Approach to Strategy. Evolutionary Perspectives on Strategy. Processual Approaches to Strategy. Systemic Perspectives on Strategy. Conclusions. 3. Strategic Leadership. Introduction. Visionary Leadership. Business Elites. Conclusions. 4. Strategic Choice. Introduction. Strategic Investment Decisions. Corporate Planning. Conclusions. 5. Growth Strategies. Introduction. Innovation. Diversification, Integration, and Take-overs. Internationalization. Conclusions. 6. Managing Strategy. Introduction. Strategy and Structure. Strategic Change. Conclusions. 7. Does it Matter? Introduction. Managerial Consequences. Industrial Policy Consequences. Notes. References. Index

About the Author

Richard Whittington is Senior Lecturer in Marketing and Strategic Management at the University of Warwick, where he teaches on MBA, executive and doctoral programmes.

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