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In 1994, Henry Mintzberg, an iconoclastic professor of management at McGill University, took the entire strategic planning establishment to task in his book, The Rise and Fall of Strategic Planning In effect, Mintzberg declared strategy did indeed have several meanings, all of which were useful He indicated that

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Strategic Management

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strategic management efforts Their input, advice, and lessons learned, both successes and failures, have been incorporated into this document so that we may all apply better strategic management processes in our organizations Special thanks is extended to those who participated in the Case Studies by sharing the details of their strategies

Neil Ritson - kau

35 Other Types of Strategic formulation 22 4 Schools of Strategy 24 41 Introduction - Definition - there are three 'schools' of strategy 24 Designed for high-achieving graduates across all disciplines London Business School's Masters in Management provides specific and tangible foundations for a successful career in business