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As such, strategy process denotes the essential processes through which strategy comes about, i.e. content (Chakravarthy, 2003). Strategy process thus includes a variety of different factors including, cognitive, political and social factors (Chakravarthy, 2003).

Strategy process and context in determining strategy

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"The strategy context is the set of circumstances surrounding strategy making - the conditions under which both the strategy process and the strategy content are formed.

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In their book 'Managing Change for Competitive Success' (1991) Pettigrew and Whipp distinguish between three dimensions of strategic change: 1. Content (objectives, purpose and goals) - WHAT. 2. Process (implementation) - HOW. 3. Context (the internal and external environment) - WHERE

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Process, Content and Context: Synergistic Effects on ...

Also courses in strategic marketing, organization theory, decision theory, public administration, and political science departments. Breaking away from the traditional formulation, - implementation approach that dominates strategy textbooks, this text sees strategy analysis as taking place in a wider organizational and managerial context.

The strategy process : concepts, contexts, cases in ...

The strategic management process means defining the organization's strategy. It is also defined as the process by which managers make a choice of a set of strategies for the organization that will enable it to achieve better performance.

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