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The highly anticipated new edition of the market-leading introduction to strategic management from Bob de Wit (Maastricht School of Management) and Ron Meyer (TiasNimbas Business School). Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, Strategy 4e builds on the major international success of the prior edition.

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De Wit & Meyers distinctive, multi-perspective approach has helped thousands of students and professionals around the world develop into critical and creative strategic thinkers. By carefully guiding readers through a variety of perspectives, De Wit & Meyer show how, more than ever, effective strategy

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STRATEGY SYNTHESIS A publication of the CENTER FOR STRATEGY & LEADERSHIP
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RESOLVING STRATEGY PARADOXES TO CREATE COMPETITIVE ADVANTAGE Strategy & Center for Leadership 1

~~Bookje A6 Strategy Synthesis kleur 2013~~

Wit, Bob de; Meyer, Ron, 1962-. Book. English. 3rd ed. Published London: Thomson, 2004. The practice of making strategy: a step-by-step guide This book aims to make theories about strategic management work in practice (eds), Strategy: Process, Content, Context: an International Perspective (1998),

~~Strategy: Process, Content, Context: An International ...~~

While I have not seen this text, "Strategy Synthesis," I have worked with the full text version of the book, "Strategy: Process, Content, Context." Judging by the Table of Contents, the two are quite similar. Differences one notes from the TOC are that "Strategy Synthesis" appears to;...Leave out the Cases (which now all predate 2004, anyway),

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The highly anticipated new edition of the market-leading introduction to strategic management from Bob de Wit (Maastricht School of Management) and Ron Meyer (TiasNimbas Business School). Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, Strategy 4e builds on the major international success of the prior edition.

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De Wit & Meyer's distinctive, multi-perspective approach has helped thousands of students and professionals around the world develop into critical and creative strategic thinkers. By carefully guiding readers through a variety of perspectives, De Wit & Meyer show how, more than ever, effective strategy requires the ability to consider strategic issues in many different ways.

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Strategy Synthesis: Resolving Strategy Paradoxes to Create Competitive Advantage: Authors: Bob de Wit, Ron Meyer: Editors: Bob de Wit, Ron Meyer: Contributor: Bob de Wit: Edition: illustrated:...

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This is the highly anticipated new edition of the market-leading introduction to strategic management from Bob de Wit (Maastricht School of Management) and Ron Meyer (TiasNimbas Business School). Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, "Strategy 4e" builds on the major international success of the prior edition.

~~Strategy Synthesis by Ron Meyer, Bob de Wit | Waterstones~~

De Wit, B. & R.J.H. Meyer, Strategy Synthesis, resolving strategy paradoxes to create competitive advantage, Concise, Fourth edition, London: Cengage Learning, 2010, 469 pp. De Wit, B. & R.J.H. Meyer, Teaching Guide Strategy Process, Content, Context: an international perspective, Third Edition. London: Cengage Learning, 2010, 262 pp.

This is a streamlined version of De Wit and Meyer's text, Strategy: Process, Content, Context. It contains a range of articles covering the debates around key issues, allowing a wider range of views to be explored within each debate.

A compelling vision. Bold leadership. Decisive action. Unfortunately, these prerequisites of success are

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almost always the ingredients of failure, too. In fact, most managers seeking to maximize their chances for glory are often unwittingly setting themselves up for ruin. The sad truth is that most companies have left their futures almost entirely to chance, and don't even realize it. The reason? Managers feel they must make choices with far-reaching consequences today, but must base those choices on assumptions about a future they cannot predict. It is this collision between commitment and uncertainty that creates THE STRATEGY PARADOX. This paradox sets up a ubiquitous but little-understood tradeoff. Because managers feel they must base their strategies on assumptions about an unknown future, the more ambitious of them hope their guesses will be right – or that they can somehow adapt to the turbulence that will arise. In fact, only a small number of lucky daredevils prosper, while many more unfortunate, but no less capable managers find themselves at the helms of sinking ships. Realizing this, even if only intuitively, most managers shy away from the bold commitments that success seems to demand, choosing instead timid, unremarkable strategies, sacrificing any chance at greatness for a better chance at mere survival. Michael E. Raynor, coauthor of the bestselling *The Innovator's Solution*, explains how leaders can break this tradeoff and achieve results historically reserved for the fortunate few even as they reduce the risks they must accept in the pursuit of success. In the cutthroat world of competitive strategy, this is as close as you can come to getting something for nothing. Drawing on leading-edge scholarship and extensive original research, Raynor's revolutionary principle of Requisite Uncertainty yields a clutch of critical, counter-intuitive findings. Among them: -- The Board should not evaluate the CEO based on the company's performance, but instead on the firm's strategic risk profile -- The CEO should not drive results, but manage uncertainty -- Business unit leaders should not focus on execution, but on making strategic choices -- Line managers should not worry about strategic risk, but devote themselves to delivering on commitments With detailed case studies of success and

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failure at Sony, Microsoft, Vivendi Universal, Johnson & Johnson, AT&T and other major companies in industries from financial services to energy, Raynor presents a concrete framework for strategic action that allows companies to seize today ' s opportunities while simultaneously preparing for tomorrow ' s promise.

Now in its fourth edition, Strategy Synthesis takes a truly global perspective. Retaining the unique ' paradox ' approach of the previous editions whereby a series of contrasting viewpoints are provided to invite student and professional discussion and debate, this new edition takes the approach one step further to acknowledge the developmental role which China and India have had in the business world, and includes strategic thinking philosophies from these countries. Unlike many other books on the subject, the philosophy at the heart of Bob de Wit ' s Strategy Synthesis text is that an understanding of the topic of strategy can only be gained by grappling with a wider diversity of insights from many prominent thinkers, and the clear recognition that there is no simple answer to the question of what strategy is. This new edition bridges West and East, North and South, with examples, short cases, quotes, and insights from around the globe.

This third edition presents a broad range of different and often conflicting perspectives and theories on strategy to illustrate the diversity of the most current debate and action.

Bob De Wit and Ron Meyer ' s innovative and extremely successful strategy text encourages critical and creative strategic thinking. By introducing articles from key strategists to present differing perspectives on each strategic issue covered, the authors stress and contrast the diversity of views in the subject without

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endorsing any one approach.

De Wit & Meyer's distinctive, multi-perspective approach has helped thousands of students and professionals around the world develop into critical and creative strategic thinkers. By carefully guiding readers through a variety of perspectives, De Wit & Meyer show how, more than ever, effective strategy requires the ability to consider strategic issues in many different ways. To encourage creative strategic thinking, De Wit and Meyer contrast the most important approaches and outline the major issues and differences of opinion. Managers are challenged to combine the strengths of these approaches into their own strategy synthesis.

Strategy Synthesis takes a truly global perspective. Contrasting viewpoint readings encourage discussion and debate, and illustrative cases help to acknowledge the importance of strategy in the world of business. Unlike most other books on the subject, the philosophy at the heart of this text is that an understanding of the topic of strategy can only be gained by grappling with a wider diversity of insights from many prominent thinkers, and the clear recognition that there is no simple answer to the question of what strategy is. This textbook bridges West and East, North and South, with insights from around the globe.

In this book, the fundamental differences of opinion within strategic management are not ignored or smoothed over. The authors carefully guide the students through the many, often conflicting, perspectives in the field of strategy, in order to help them become true strategic thinkers.

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