

Crafting Executing Strategy The Quest For Competitive Advantage Concepts And Cases

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[Strategy as perspective – executing strategy based on a "theory of the business" or natural extension of the mindset or ideological perspective of the organization. In 1998, Mintzberg developed these five types of management strategy into 10 "schools of thought" and grouped them into three categories. The first group is normative.](#)

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[Although no competitive advantage lasts forever, a firm may be able to protect its competitive advantage \(even for long periods of time\) when it has consistently better expectations about the future value of resources, when it has accumulated a resource advantage that can be imitated only over long periods of time, when the source of its competitive advantage is causally ambiguous or socially...](#)

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[Operations Strategy in a Global Environment. 3, ... Crafting & Executing Strategy: The Quest for Competitive Advantage:..... \(2014\) and the author's did a great job of giving relevant examples of operations management. The book combined concepts in a favorable fashion to the extensive definitions of processes and the outcome was entertaining and...](#)

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