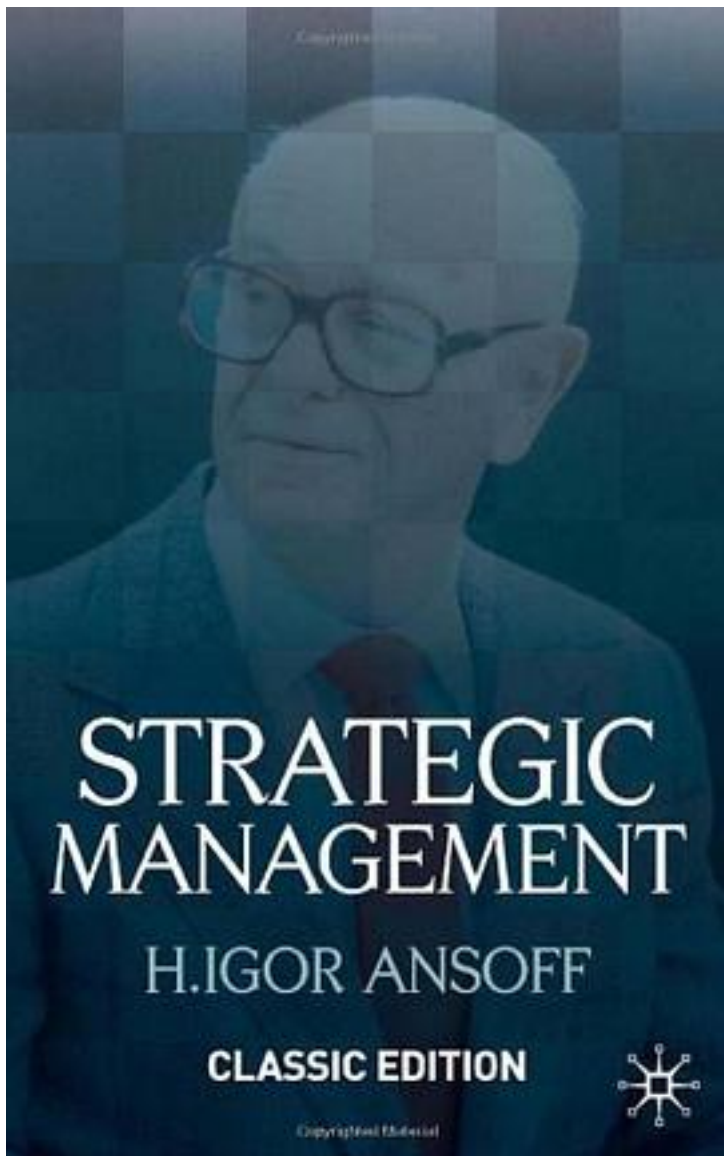


Strategic Management Classic Edition



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This book is the original, classic text by H. Igor Ansoff, the pioneer and "Father of Strategic Management". This is the founding work on strategic management, a concept that lies at the core of modern business. Ansoff focuses upon the behavior of complex organizations in turbulent environments and upon what determines success. This groundbreaking approach to modeling strategic capability and strategic choice has influenced an entire generation of managers and strategists. It remains today a key work on strategy.

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