

# What Is Strategy and Does It Matter?



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In this revision of his classic book Richard Whittington challenges the basic assumptions of management orthodoxy. By applying four basic theoretical approaches of strategy-making to a series of key strategic issues, Whittington demonstrates the practical implications of different theories with many examples. Students are then challenged to critically evaluate their own personal approach to strategy-making in practice. The new edition is fully updated to cover the latest issues in strategy including expanded coverage of the resource-based and knowledge-based views of the firm, and utilises new examples from the international, service and ebusiness' sectors.

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Richard Whittington teaches strategy on the MBA, MSc and Economics and Management degrees in the Saïd Business School . He is also Millman Fellow at New College , Oxford . His current main research interest is building a 'practice' perspective on strategy ([www.strategy-as-practice.org](http://www.strategy-as-practice.org)). He is working on three main projects from within this perspective: the first, on the Evolution of Strategy Practice, is in collaboration with the University of Toulouse; the second, Learning to Strategise, is with the Institute of Directors and the ESRC Skills, Knowledge and Organisational Performance programme; and the third, also with the ESRC, is on Managing Strategic Issues over Time.

Amongst Richard's eight books are the prize-winning What is Strategy - and Does it Matter? and the biggest selling strategy textbook in Europe , Exploring Corporate Strategy. His research has featured regularly in the Financial Times, the Times, the Sunday Times and People Management.

Richard is on the editorial boards of the Academy of Management Review, the Journal of Management Inquiry, Long Range Planning, Organization Science and the Strategic Management Journal. He is a senior editor of Organization Studies and also co-editor of the Sage Strategy Series. During 2006, he was Chandler International Visiting Scholar at the Harvard Business School and in 2007 he was appointed to a Chaire d'Excellence at the University of Toulouse.

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