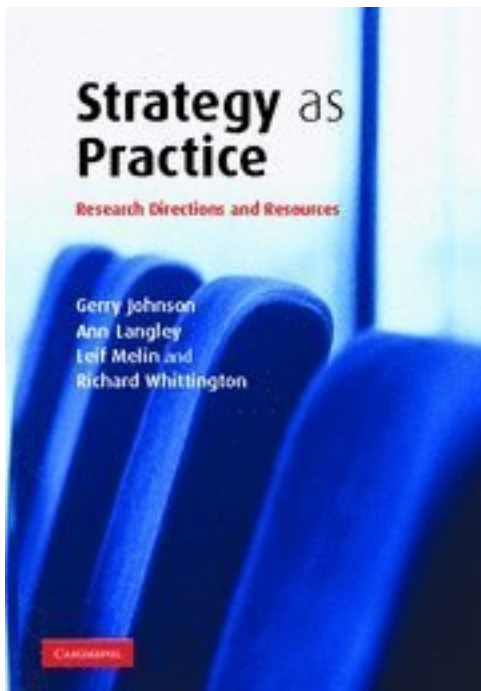


# Strategy as Practice



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'An important and extremely welcome addition to the strategic management field. In this book the author builds on the work of an emerging community of scholars to lay out theoretical and methodological underpinnings of an activity-based framework for applying the practice lens to strategy' - Academy of Management Review. 'Paula Jarzabkowski has astutely signaled an agenda for future scholarship that will no doubt fuel the continued growth of this subfield' - "Organization Studies". 'Pioneering work. As the first book in the new strategy-as-practice field, it offers readers both innovative models and exemplary field research' - Richard Whittington, Professor of Strategic Management, Saïd Business School, Oxford. 'Extends and develops the emerging fields of strategy and practice as well as activity theory. It also demonstrates empirically,

using University settings, how activity theory is itself bounded by the wider contexts of organisation, embedded routines and the heavy hand of history' - David C.Wilson, University of Warwick. 'An insightful book that would be of use to people interested in the actual practices of strategy and strategizing' - "Organization". Bridging the gap between what managers actually do and organizational strategies, this book provides an activity-based framework for studying strategy as practice, with empirical evidence to illustrate the dynamics of this framework in real terms.

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