

H. Igor Ansoff Critical Evaluations in Business and Management 2 vol



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The visionary theories of H. Igor Ansoff (1918-2002) on strategic business management have inspired worldwide acclaim. Called 'the father of strategic management' by Henry Mintzberg, he proposed that long-term profitability for a company results only from a commitment to understanding the political and social fabric of its community. With a new introduction and extensive bibliography, this two-volume collection provides a thorough critical evaluation of Ansoff's contributions. It is an invaluable research resource for both student and scholar.

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