



The Dynamics of Strategy: Mastering Strategic Landscapes of the Firm

Duncan A. Robertson, Adrián A. Caldart

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As the life span of business models reduces, firms have had to review their strategic intent, develop strategic initiatives in fast and imaginative ways, and engage in major reorganization. This book examines the dynamics of strategy and helps to make sense of the processes of strategizing and organizing in a dynamic environment.

The Dynamics of Strategy draws on theoretical perspectives that enable readers to describe and understand the dynamics of the firm's competitive landscape, the dynamics of the organizational landscape, and the interdependencies between these landscapes. The book combines research rooted in economics and organizational theory, and also builds on interdisciplinary studies using a wide range of research paradigms and methods. This broad range of theoretical perspectives allows a comprehensive analysis of the complex and multidimensional problems facing the contemporary firm.

In order to help the reader connect sound theory with the reality of strategy, theoretical discussion is illustrated with case studies of firms from a wide range of industries. Written for managers and management students, The Dynamics of Strategy provides a roadmap to understanding the dynamics of organizing and strategizing.

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