

The Origin Of Strategy

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In contrast, Charles Darwin's On the Origin of Species, published in 1859, outlines a more fruitful perspective and point of departure for developing business strategy: "Some make the deep-seated..."

The Origin of Strategy - Harvard Business Review

Strategy originated from the necessity of peoples to defeat their enemies. Without enemies, the need for strategy is non-existent. Keniche Ohmae, acclaimed Japanese business strategist and author of The Mind of the Strategist, has said that the sole purpose of strategy is to enable a company to gain, as efficiently as possible, a sustainable edge

The Origin of Strategy

Strategy (from Greek στρατηγία stratēgia, "art of troop leader; office of general, command, generalship") is a general plan to achieve one or more long-term or overall goals under conditions of uncertainty. In the sense of the "art of the general", which included several subsets of skills including military tactics, siegecraft, logistics etc., the term came into use in the 6th century ...

Strategy - Wikipedia

strategy (n.) 1810, "art of a general," from French stratégie (18c.) and directly from Greek strategia "office or command of a general," from strategos "general, commander of an army," also the title of various civil officials and magistrates, from stratos "multitude, army, expedition, encamped army," literally "that which is spread out" (from PIE root *stere- "to spread") + agos "leader," from agein "to lead" (from PIE root *ag- "to drive, draw out or forth, move").

strategy | Origin and meaning of strategy by Online ...

Mintzberg formulated his ideas about emergent strategy in the 80's, when it became clear that Peter Drucker's vision of the knowledge economy had come to fruition. However, today technology is...

The Evolution Of Strategy - Forbes

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History of Strategy - Boston Consulting Group

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DOI:10.1093/019828988X.003.0021. This chapter describes the evolution of business strategy. It begins with the 1960s perspective in which strategy was largely equated with corporate planning; the 1970s see an emphasis on diversification and portfolio planning. The 1980s and 1990s are characterized by a focus on core competencies and the development of less analytic, more people-oriented approaches to management.

Brief History of Business Strategy - Oxford Scholarship

The use of strategy has existed for many centuries although its use in management has a more recent history, dating back about 40 years. Strategy was borne out of military conflicts and the use of a superior strategy enabled one warring party to defeat another. Von Clausewitz, writing in the nineteenth century, states that the decision to

part 1 What is Strategy?

Indeed, the word strategy has its roots in warfare. The Greek verb strategos means "army leader" and the idea of stratego (from which we get the word strategy) refers to defeating an enemy by effectively using resources (Bracker, 1980).

The History of Strategic Management – Mastering Strategic ...

The word "strategy" is derived from the Greek word "stratēgos"; stratus (meaning army) and "ago" (meaning leading/moving). Strategy is an action that managers take to attain one or more of the organization's goals. Strategy can also be defined as "A general direction set for the company and its various components to achieve a desired state in the future.

Strategy - Definition and Features

The term Strategy is derived from Greek word Strategos in the 18th Century. Strategy has a background of Military for its Origin or evolution. The concept of strategy evolved slowly from Military Strategy to Business Strategy or strategic management. Military origin of Strategy can be explained with help of the following points and examples.

MILITARY ORIGINS OF STRATEGY - indiaclass

strategy definition: 1. a detailed plan for achieving success in situations such as war, politics, business, industry... Learn more.

STRATEGY | meaning in the Cambridge English Dictionary

Back in the 1960s and 1970s, strategic planning was seen as one of the finest tools to ensure high levels of employee effectiveness and corporate profitability.

A BRIEF HISTORY OF STRATEGIC MANAGEMENT, THE FAILURE OF ...

1. the art or science of the planning and conduct of a war; generalship. 2. a particular long-term plan for success, esp in business or politics. Compare tactics (sense 2) 3. a plan or stratagem. Collins English Dictionary. Copyright © HarperCollins Publishers.

Strategy definition and meaning | Collins English Dictionary

Let me start with the origin of the word. The word Strategy came into use in the English language in the early 1800's. It was derived from another English word "Stratagem" that has been in use from...

The Etymology of Strategy. "7 strategies to boost your ...

relating to the way in which an organization, country, etc. decides what it wants to achieve and plans actions and use of resources over time to do this: The company has grown through strategic acquisitions which have taken them into new markets. strategic goal/objective/priority A company must define its strategic objectives.

STRATEGIC | meaning in the Cambridge English Dictionary

Our perspective employs the variable time to frame the question of strategy's origins in a distinctive way. Over time, the cognitive and physical elements that make up a strategy become less...