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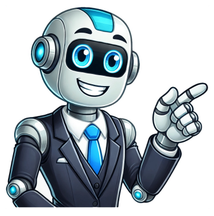

Safári de estratégia

Image not available forColor: To view this video download Flash Player Jump to ratings and reviewsStrategy Safari , the international bestseller on business strategy by leading management thinker Henry Mintzberg and his colleagues Bruce Ahlstrand and Joseph Lampel, is widely considered a classic work in the field.No other book synthesizes the entire history and evolution of strategic management in so lively and entertaining a fashion. Since the initial publication of Strategy Safari , managers, consultants, and academics all over the world have found this book an indispensable and delightful tool—it has been translated into more than ten languages, including Chinese, Russian, and French, and has been used in top MBA programs worldwide.Strategy Safari makes sense of a field that often seems to make no sense. Mintzberg, Ahlstrand, and Lampel pair their sweeping vision of strategy making with an authoritative catalog in which they identify ten schools of strategy that have emerged over the past four decades.Why struggle through the vast, confusing terrain of strategy formation? With clarity and depth, Strategy Safari maps the strategic landscape and facilitates intelligent, informed strategy formation. 194 people are currently readingProfessor Henry Mintzberg, OC , OQ , Ph.D. , D.h.c. , FRSC (born September 2, 1939) is an internationally renowned academic and author on business and management. He is currently the Cleghorn Professor of Management Studies at the Desautels Faculty of Management of McGill University in Montreal, Quebec, Canada, where he has been teaching since 1968, after earning his Master's degree in Management and Ph.D. from the MIT Sloan School of Management in 1965 and 1968 respectively.Henry Mintzberg writes prolifically on the topics of management and business strategy, with more than 140 articles and thirteen books to his name. His seminal book, The Rise and Fall of Strategic Planning, criticizes some of the practices of strategic planning today and is considered required reading for anyone who seriously wants to consider taking on a strategy-making role within their organization.He recently published a book entitled Managers Not MBAs Managers Not MBAswhich outlines what he believes to be wrong with management education today and, rather controversially, singles out prestigious graduate management schools like Harvard Business School and the Wharton Business School at the University of Pennsylvania as examples of how obsession with numbers and an over-zealous attempt at making management into a science actually can damage the discipline of management. He also suggests that a new masters program, targeted at practicing managers (as opposed to younger students with little real world experience), and emphasizing practical issues, may be more suitable.Ironically, although Professor Mintzberg is quite critical about the strategy consulting business, he has twice won the McKinsey Award for publishing the best article in the Harvard Business Review.In 1997 he was made an Officer of the Order of Canada. In 1998 he was made an Officer of the National Order of Quebec. He is now a member of the Strategic Management Society.Displaying 1 - 30 of 68 reviewsApril 22, 2022مستم September 23, 2014I had expected this book to be more concrete, a sort of strategy cook book. What I got was a short history of the different strategical schools, their development and their short-comings. Certainly useful in order to develop a holistic view, but not so helpful in regards to exactly how to create an implement a strategy. This book has certainly given me a lot to think about. Since some of the material was new and since strategic theory in itself is fairly new to me, it needs time to sink in. The authors did a good job though, in trying to present desperately dry material in a more juicy and relatable way.April 26, 2019 ب ترجمه نشده بود. با اینحال درمجموع از وقتی که برای مطالعه این کتاب صرف کردم پشیمان نیستم. دیگر کلان بسیم و بوانیم بدون گرفتار شدن در دام اختلاف نظرها. دستاوردهای متنوع صاحب‌نظران را در زندگی و کسب و کار خود بکار بگیریم.یکی از راهکارها. مطالعه و مرور کتاب جنگل استراتژی است.هنری منتزبرگ با همکاری افغیره کتاب جنگل استراتژی را در سال ۱۹۹۸ منتشر شده است. از جامعیت کتاب. همچنین مشکلی که آقورور بکر داره و تعهشجوزر دنبال بکاهطوق رابخاطبها بو رضوعاتی که بسکرتاژی کارا شامه مطالب ذکر شده اند. اما به هر حال برای درک گلست یک موجود، از شناخت تک تک اعزاء آن می‌بایستی قبل اشتراری که قبل‌ها را بدون توجه به خرطوم آنها درک کنیم‌ها هم در این کتاب نمی‌توانیم بدهیم. اما شاید راه دیگری وجود داشته باشد که بتوان با یک قبل آزمدا نمی‌بینم.شاید قبل در یک خرطوم خلاصه نشود! اما می‌توند. قبل خرطوم دارد و دشوار است که قبل‌ها را بدون توجه به خرطوم آنها درک کنیم‌ها هم در این کتاب نمی‌توانیم قبل اشتراری که قبل‌ها را بدون توجه به خرطوم آنها درک کنیم‌ها هم در این کتاب نمی‌توانیم قبل خرطوم دارد و دشوار است