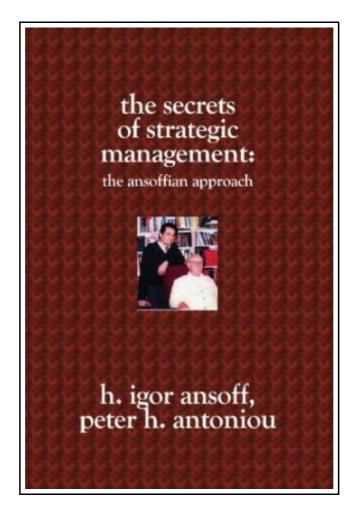
# The Secrets of Strategic Management: The Ansoffian Approach



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## THE SECRETS OF STRATEGIC MANAGEMENT: THE ANSOFFIAN APPROACH



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Booksurge Publishing, United States, 2006. Paperback. Book Condition: New. 221 x 150 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. During the first half of the 20th century most American managers were trained to believe that simple solutions to business problems were the successful solutions, and that complex solutions were suspect. This conviction worked very well during the first half of the 20th century when the prescription for success was: make it as simple as possible. This prescription will become dangerous during the turbulent 21st century when simple responses are guaranteed to fail. This book is written on a prescription for success offered by the renowned physicist Albert Einstein. Translated into managerial language this prescription states: MAKE THE ORGANIZATION S RESPONSE TO THE ENVIRONMENT AS SIMPLE AS POSSIBLE, BUT NOT SIMPLER. Since the business environment of the 21st century is very complex, the readers should be prepared to cope with substantial complexity. This book offers the behind the scenes ways to cope with this complexity.



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