

In his work, Drucker emphasises the importance of the wider business environment and very rarely blames individuals for failure. He believes that it is necessary to look at the system as a whole, as well as the design of the company and its organisation, processes, norms and routine, and above all the purpose of the company. In a number of consulting projects, Drucker's key question is: What is your mission?

Balancing business models and company strategy

Despite arguments based on empirical research enough to change the business philosophy, Davos (2017) seems to have shown that there are no significant changes, at least when it comes to multinational companies. True, there is concern among CEOs as a result of the revolt of a growing number of people against corporatism. The question faced by managers of large companies is: Who is more important, shareholders or people/consumers? Masses of concerned citizens and politicians (the example of the new US President Donald Trump) are asking companies to be more socially responsible, to invest more "at home," pay higher taxes, increase salaries and employ more people, and support politicians who will realise these demands (Navarro, 2017). Davos highlighted the key arguments of the paper which argues that economic theory is slow to detect changes in the market. Marshall's contribution, as well as the contribution of his successors, is unquestionable, but it is necessary to respect the context of the time more. Marshall defined the principles of supply and demand in the context of perfect competition, where market participants do not have a significant impact on prices, and in such circumstances, business efficiency, whatever that means, is the dominant factor in the company's success. In changing market circumstances, the competitiveness of a company is based on internal capabilities (Barney, 2001) and special competencies (Hamel and Prahalad, 1994) which further denies the principle of the supply and demand curve. Efficiency will certainly remain an important aspect of strategic decision-making. However, in the architecture of modern business models, effectiveness is central. Efficiency in business means doing the right things, where the difference between the actual and the desired output is determined during the measurement. In order to achieve better efficiency, discipline and rigor are needed, which introduces certain inflexibility into the business system. However, effectiveness helps to correct long-term strategic directions in accordance with changes in the environment.

This chapter addressed several important issues and opened a debate in the field of economic theory in the context of a dynamic business environment. The question that arises is "How can it be explained that microeconomic analysis knows only two ways in which individual participants play a strategy game at the branch level?" The answer to the question posed arises from the assumption of microeconomic analysis that a price is formed in the intersection of the demand curve and the supply curve. Competitive