



Strategy Synthesis: Resolving Strategy Paradoxes to Create Competitive Advantage (Concise Version)

Ron Meyer, Bob De Wit

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The belief that managers and potential managers will profit from understanding the major conflicting approaches to strategy forms the point of departure for this book. Ignoring the profound differences between the various schools of thought does not enhance a manager's or student's capacity for strategic thinking. Rather, it is only when there is knowledge of the various points of view can strategists truly see the range of options open to them. Then they can find a way to choose between them, or integrate them, to be practically effective. This book is intended for readers who need a strategy text, without the case material.

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