
Joan Magretta What Management Is

from strategy to business models and to tactics - from strategy to business models and to tactics* ramon casadesus-masanell† joan enric ricart‡ november 2009 abstract the notion of business model has been used by strategy scholars to refer to “the logic **the five competitive forces that shape strategy** - the five competitive forces that shape strategy by michael e. porter included with this full-text harvard business review article: the idea in brief— the core idea the idea in practice— putting the idea to work 24

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