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added emphasis on this type of synergy HARVARD BUSINESS REVIEW Scptemher-October 1998 133 DESPERATELY SEEKING SYNERGY Pressured by the CEO, the category managers launched a succession of high-profile synergy ini-tiatives The results were dismal A leading UK

Title Pub Date 2005 2003 - American Library Association

Desperately Seeking Synergy September-1998 Diamonds in the Data Mine May-2003 Discipline of Building Character March-1998 Discipline of Innovation November-1998 Discipline of Innovation May-1985 Discipline of Innovation (HBR Classic) August-2002 Discipline of Teams March-1993

LONDON BUSINESS SCHOOL ELECTIVE STRATEGY 2 ...

Desperately Seeking Synergy, Goold and Campbell, Harvard Business Review, September-October 1998 (reprint 98504) Corporate Strategy and Parenting Theory, Goold, Campbell and Alexander, Long Range Planning 1998, vol31 no2 pp308-314 7 Business Process Outsourcing The next two sessions will focus on the recent growth in outsourcing and

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DESPERATELY SEEKING SYNERGY 98504 THE DAWN OF THE E-LANCE ECONOMY 98508 thus opening ourselves to criticism harvard business review the hidden traps in decision making the hidden traps in decision making harvard business review Traps harvard business review

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The main component of this part of the course will be the short Harvard Business Publishing Back Bay Battery Simulation where students will manage investment strategies during a disruptive Desperately Seeking Synergy Harvard Business Review, 76 (5): 131-143 Randall, T, Terwiesch, C and Ulrich, KT 2004 Principles for user design of

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operational business level, for each single business • The first step is to represent business specific value chain, adopting, as instance, Porter's model (1985) - primary and secondary activities • For each value chain (and each single activity) the focus must be on owned resources

Strategy as a Portfolio of Real Options

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University of Connecticut School of Business Management 390 Strategy, Policy and Planning Fall 2005 Instructor: Eric Gedajlovic E-Mail: ericgedajlovic@businessuconn.edu Overview Strategic Management encompasses two broad categories of tasks; the determination of the basic

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116 Bibliography Corey, R E (1978) Should companies centralize procurement? Harvard Business Review, 56(6), 102-110 Cox, A (1997) Business Success - A way of thinking about strategic, critical supply chain assets and operational best practice Boston: Earlsgate Press Cray, D (1984) Control and coordination in multinational corporations

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