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Harry Igor Ansoff was a Russian American applied mathematician and business manager. He is known as the father of strategic management Igor Ansoff was the founding father of corporate planning. His involvement in Strategic Management extends over several decades.

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This book is the original text by H. Igor Ansoff, the pioneer of Strategic Management'. This is the founding work on Strategic Management, a concept at the core of modern business. This book is a ground-breaking approach to modelling strategic capability and strategic choice that has influenced an entire generation of managers and strategists.

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H. Igor Ansoff came to USIU in 1983 and founded the School of Strategic Management. He is the only one in the field who has validated his theory supported with consistently high results. There are over 45 Doctorates awarded in the Strategic Management discipline verifying Ansoff's approach. The findings were empirically validated.

H. Igor Ansoff - Strategic Management

Introduction Coming more than 25 years after the last edition, this edition of the groundbreaking Ansoff work on the concepts and practical implementation of strategic management provides up-to-date case studies and simplified figures and offers a comprehensive approach to guiding firms through turbulent environments.

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The end product of strategic decisions is deceptively simple; a combination of products and markets is selected for the firm. This combination is arrived at by addition of new product-markets, divestment from some old ones, and expansion of the present position. H. Igor Ansoff (Father of Strategic Management)

Strategic Management

Harry Igor Ansoff (рус. Игорь Ансов; original surname is Ansov) (December 12, 1918 – July 14, 2002) was a Russian American applied mathematician and business manager . [1] He is known as the father of strategic management .

Igor Ansoff - Wikipedia

Igor Ansoff rejects this course. Instead he revels in and celebrates the nuances of complexity. Through his philosophy of Strategic Management, organizations around the globe embrace a dynamic method of analysis and control which makes the world much more manageable.

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Igor Ansoff (1918- 2002) was a prominent Russian American mathematician and scientist. He is known as the father of Strategic management and his development of the strategy model, the Ansoff matrix.

Igor Ansoff biography, quotes, books and publications ...

Abstract Mintzberg's (1990) critique of the 'design school' of strategic management is evaluated on two criteria: methodological soundness and factual veracity. The critique is found to be deficient on both criteria. Mintzberg's own proposal for the basic principles of strategic management is critiqued using the same criteria.