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He has (co-)authored numerous articles and books, among which the internationally leading textbook on strategic management, Strategy - Process, Content, Context: An International Perspective. Over 250.000 copies have been sold so far and the book is used at more than 200 business schools around the world.

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The set of circumstances under which both the strategy content and strategy process are determined is referred to as the strategy context. (De Wit, 2014) It refers to both the internal and the external contexts of organisations.

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### Strategy: Process, Content, Context (de Wit, Meyer, 2010)

As such, strategy process denotes the essential processes through which strategy comes about, i.e. content (Chakravarthy, 2003). Strategy process thus includes a variety of different factors including, cognitive, political and social factors (Chakravarthy, 2003).

### Strategy process and context in determining strategy

"The strategy context is the set of circumstances surrounding strategy making - the conditions under which both the strategy process and the strategy content are formed.

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