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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 .

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Introduction Coming more than 25 years after the last edition, this edition of the groundbreaking Ansoff work on the

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Strategic Management | H. Igor Ansoff | Palgrave Macmillan

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.

Strategic Management By H Igor

Without a doubt, H. Igor Ansoff occupied first place in citation index in the strategy and strategic planning field during the

1960s and 1970s. Only in the 1980s would Michaël Porter take over the top rank. This prominent influence for twenty years was entirely linked to the worldwide success of Ansoff's first book, Corporate Strategy.

H. Igor Ansoff - Strategic Management

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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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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)

Bing: Strategic Management By H Igor

This is a seminal work written by an authoritative expert in the field of strategy and strategic management. The book is comprehensive, ideas original and the concepts presented are adaptable and easily transferable into ancillary disciplines such as security and risk management.

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