

BRIEF CONTENTS

Preface	xi
About the Authors	xvii
Acknowledgments	xviii
Section I STRATEGY	1
Chapter 1 Strategies	2
Chapter 2 Strategists	28
Chapter 3 Formulating Strategy	66
Chapter 4 Analyzing Strategy	90
Chapter 5 Strategy Formation	133
Section II FORCES	159
Chapter 6 Strategic Change	160
Chapter 7 Cognition	187
Chapter 8 Organization	200
Chapter 9 Technology	233
Chapter 10 Collaboration	252
Chapter 11 Globalization	267
Chapter 12 Values	294
Section III CONTEXTS	311
Chapter 13 Managing Start-Ups	312
Chapter 14 Managing Maturity	331
Chapter 15 Managing Experts	361
Chapter 16 Managing Innovation	392
Chapter 17 Managing Diversity	423
Chapter 18 Managing Otherwise	449
Bibliography for Readings	479
CASES	485
Case Notes	702
Name Index	709
Subject Index	712