## **Contents**

Preface vii

BACKGROUND 1

PART I

chapter 1	The Problems of Defining
	a Business 3
chapter 2	Clues from Existing Theory
PART II	G THE BUSINESS
IN PRACT	
INTIKACI	102 27
chapter 3	Contrasts in Customer
	Functions Served:
	Computer Peripherals 29
chapter 4	Contrasts in Customer
	Functions and Customer
	Groups Served: Automatic
	Teller Machines 58
chapter 5	Contrasts in Customer
	Functions, Customer Groups
	and Technologies Utilized:
	CT Scanners 87
chapter 6	Defining the Business at
	Different Levels:
	Forestry Skidders 116

11

Vi

## PART III

## NEW THEORY AND EXTENSIONS 167

chapter 7 A Theory of Business

Definition 169

chapter 8 A Theory of Market

Boundary Definition 191

## PART IV IMPLICATIONS 215

chapter 9 Implications for Strategy

Formulation 217

chapter 10 Implications for Organization and Planning 231

Index 249