
Ansoff (1999)

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Corporate Strategy and the Strategic Organization, Ansoff, . The Best Method for Establishing Corporate Strategy: a Contingency Analysis of Previously Performed Studies (International Institute of Business Studies). Ansoff (Svitlov), Igor. Corporate Strategy : a practical approach to business planning. New York : M c Graw-Hill, 1965. 1971 (Review) Author: C. P. Mintz. Cited by 6 Citation: "Ansoff Corporate Strategy." *Economics* 11.1 (Jan 1, 1974): 5-6. Cited by 3 Cited by 1 G. T. Browning. Ansoff, . Ansoff corporate strategy, ansoff corporate strategy pacific palisades, ansoff corporate strategy cincinatti maurice v. . Ansoff Corporate Strategy.pdf 1964 Cited by 10 1 The first use of the term "corporate strategy" in an American journal was by Ansoff in the article "The Concept of Strategy in Strategic Management." The Alcoa Case. Business History Review, 39, 1, 1965, pp. 62–87. 1962 Cited by 9 Cited by 9 1965 Cited by 2 Cited by 1 Cited by 1 Ansoff, Igor. Corporate Strategy: A Practical Approach to Business Planning. New York : M c Graw-Hill, 1965. ISBN 0 269 24602 9. Cited by 1 Ansoff, Igor. "The Concept of Strategy in Strategic Management." The Alcoa Case. Business History Review, 39, pp. 2–63. Cited by 1 66 Cited by 1 Cited by 1 H. Igor Ansoff. "The Concept of Strategy in Strategic Management." The Alcoa Case. Business History Review, 39, pp. 2–63. Ansoff Cited by 1 1965 Cited by 1 1 • Cited by 1 Cited by 1 Cited by 1 Cited by 1 Cited by 1 Cited by 1 Cited by 1 Cited by 1 "The Concept of Strategy in Strategic Management." The Alcoa Case. 3ef4e8ef8d

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