



# Strategic Management

By H. Ansoff

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## **Strategic Management By H. Ansoff Bibliography**

- Sales Rank: #704056 in Books
- Published on: 2007-06-15
- Released on: 2007-07-10
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .63" w x 5.50" l, 1.00 pounds
- Binding: Hardcover
- 251 pages

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## **Editorial Review**

### About the Author

H. IGOR ANSOFF (1918-2002) was an applied mathematician and business manager. He is well known as the pioneer and father of Strategic Management

Ansoff studied at Brown University, where he received his Doctorate. He joined UCLA in the Senior Executive Program. Ansoff was a distinguished professor at United States International University (now Alliant International University) for 17 years, where his work in strategic management research is still continued by several institutes. During his career he consulted with many multinational corporations including Philips, General Electric, Gulf, IBM, Sterling and Westinghouse. Ansoff was the first management guru to recognize the need for strategic planning for firms operating in an increasingly complex and turbulent business environment. *Strategic Management* was first published in 1979, and this classic text is as relevant in the current business climate as ever before.

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