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strategy model, and the process of acquisition within that model, onto the theoretical framework already discussed. Furthermore the purpose, process, content and context of the strategy driving the acquisition will be examined using interviews with senior managers 7

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Strategy Content and Process in the Context of E-Business Performance. Tim R. Coltman, Timothy M. Devinney, David F. Midgley. Strategy Process. ISBN: 978-0-76231-200-9, eISBN: 978-1-84950-340-2. ISSN: 0742-3322. Publication date: 23 December 2005. Abstract. The field of ...

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The strategic management process means defining the organization's strategy. It is also defined as the process by which managers make a choice of a set of strategies for the organization that will enable it to achieve better performance.

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strategy-making process, which in turn influences structural formalization and integration. Another aspect of context, environmental uncertainty, relates to strategic product innovation, which in turn influences structural centralization and formalization. Finally, strategic process and content were shown to be related in a manner that ...

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