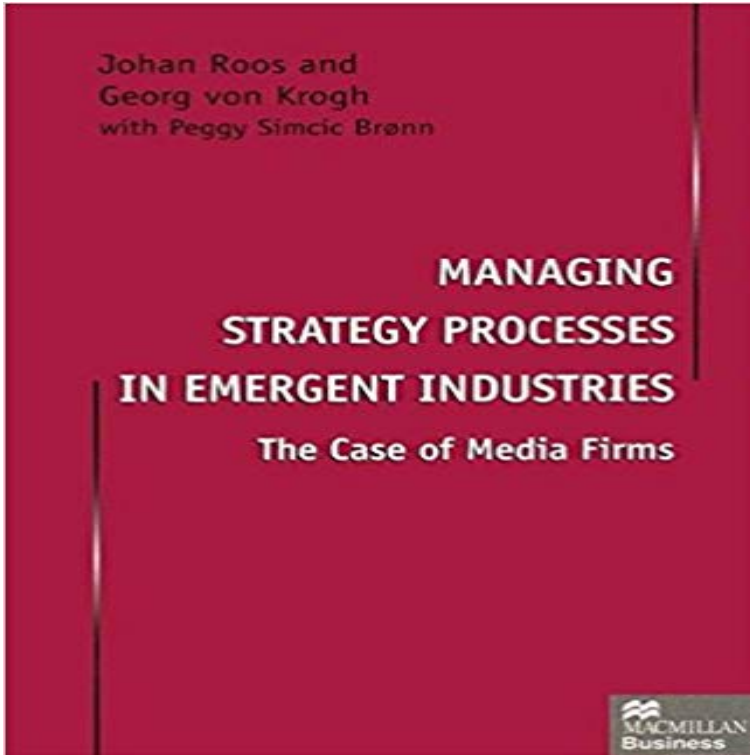


Managing Strategy Processes in Emergent Industries: The Case of Media Firms



This book highlights the challenges for firms operating in industries where traditional boundaries are vanishing and a totally new business landscape unfolds. This puts significant demand on the top management teams and their ability to perceive and interpret phenomena and patterns emerging that may influence strategy. Based upon observation of and involvement in the strategy processes of three media firms a framework for strategy processes is proposed and a practical outline of how new strategy processes should be developed is presented.

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