



When Firms Change Direction

Anne Sigismund Huff, James Oran Huff, Pamela Barr

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Firms within the same competitive environment (industry) respond in different ways to changing environmental (competitive) conditions. The authors of this book argue that the strategy field has not found answers to the questions that flow from this observation. They answer these questions by using what they call a "cognitively anchored theory of strategic change."



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