NEW BOOK ANNOUNCEMENT: Strategizing : New Thinking About Strategy, Planning and Management

Strategy formulation and execution is certainly an essential part of organizational success. Often though, this activity is far too formalized and centralized in organizations. This new work by Eric Bolland explores the many dimensions of strategizing as a way of continuously thinking about an organization’s strategy, being open to and flexible about environmental circumstance and broadening the strategy making process to include all members of the organization.

Starting with definitions of strategizing, presentation of a framework for strategizing, characterizing strategizing and identifying its importance, the book traces the evolution of long range planning, strategic planning, and strategic management. The book shows that strategizing is a long-standing human impulse that is manifested and adapted in the modern organization, Strategy and strategizing is found in art, literature, and music. History, especially military history abounds with examples of how strategy shapes outcomes. As individuals and collectively in organizations, we strategize. The book examines how strategizing happens at different functional levels of the organization and how strategizing issues are different in different businesses. Twenty case studies of small and medium size businesses are described which demonstrate how strategizing is done in real and quite varied businesses. Numerous tools for strategizing are offered and readers are guided on how to manage strategizing.

The book is available from Emerald Publishing at: books.emeraldinsight.com/page/detail/K=9781789736984