

Implanting Strategic Management

H. Igor Ansoff · Daniel Kipley
A. O. Lewis · Roxanne Helm-Stevens
Rick Ansoff

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H. Igor Ansoff
Strategic Management
Alliant International University
San Diego, CA, USA

Roxanne Helm-Stevens
Strategic Management
Azusa Pacific University
Azusa, CA, USA

Daniel Kipley
Strategic Management
Azusa Pacific University
Azusa, CA, USA

Rick Ansoff
Alliant International University
San Diego, CA, USA

A. O. Lewis
Strategic Management
National University
San Diego, CA, USA

H. Igor Ansoff is Deceased

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In appreciation and gratitude to H. Igor Ansoff, “The Father of Strategic Management”—a giant in the field. Whose Strategic Success Hypothesis and numerous other contributions in strategic management progressed the study of management to a state where organizations can succeed in turbulent, changing, and surpriseful environment. Your legacy of brilliance and foresight continues on in this updated manuscript so that future generations of scholars and managers can benefit from the ‘Ansoff approach.’

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