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Strategy is the direction of an organization. This gives a more comprehensive view of strategy than some influential definitions (Chandler, Porter, Mintzberg). Three horizons framework: Organizations should think of themselves as comprising three types of business or activity, defined their in terms of years.

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Crafting a global strategy requires making decisions about which strategy elements can and should be globalized and to what extent, and de Kluyver's Fundamentals of Global Strategy can help you illuminate these facts to your students.

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