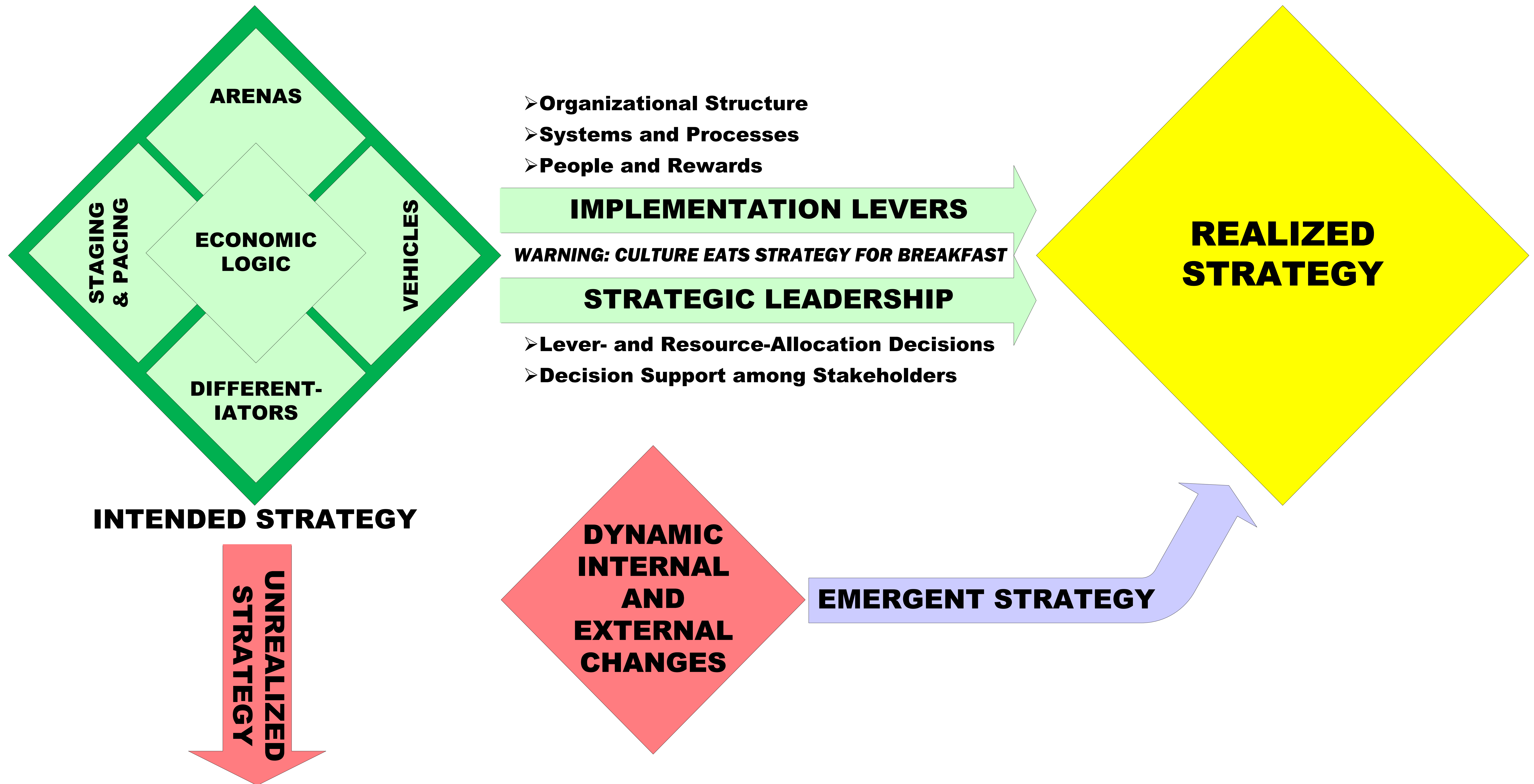


# KEY STRATEGY IMPLEMENTATION FACTORS



**SECONDARY ADAPTION SOURCE:** Carpenter, Mason A. and Sanders, William Gerard. *Strategic Management: a Dynamic Perspective Concepts and Cases, Second Edition.* Upper Saddle River: Pearson Prentice Hall, 2009.

**PRIMARY ADAPTION SOURCE:** Mintzberg, Henry. "The Strategy Concept I: Five Ps For Strategy." *California Management Review* 30.1 (Fall 1987): 11-24.

©2009 **PRECISA, Inc.**  
All Rights Reserved.