

ORGANIZATIONAL STRATEGY DIAMOND



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: Hambrick, Donald C., and James W. Fredrickson.. "Are you sure you have a strategy?" Academy of Management Executive 15.4 (Nov. 2001): 48-59.

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