

The Scalability of H. Igor Ansoff's Strategic Management Principles for Small and Medium Sized Firms

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Abstract

The purpose of this paper is to examine the praxis of the multi-dimensional components of H.

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Igor Ansoff's Strategic Management Systems and the efficacy of use of each of its components relative to the formulation and implementation of corporate level strategy in for-profit, not-for-profit, small and medium sized enterprises. Based on empirically validated research and industry supported journals, substantial evidence endorse both an implicit and explicit acknowledgement of its applicability and it's value as a whole or in part providing



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