The Geometry of Strategy Concepts for Strategic Management

1

Robert W. Keidel

Routledge Taylor & Francis Group

CONTENTS

List of Figures List of Tables		ix xi
Acknowled		xvii
Chapter 1	Decoding Complexity by Isolating Form	1
Chapter 2	Point Thinking and Organizational Persona	13
Chapter 3	Linear Thinking and Organizational Performance	25
Chapter 4	Angular Thinking and Organizational Puzzle	39
Chapter 5	Triangular Thinking and Organizational Pattern	61
Chapter 6	Strategic Scaffolding: How to Develop a Systematic Organizational Narrative	83
Chapter 7	Geometric Scanning: How to Speed-Read the Management Literature	101
Chapter 8	Adding Perspective	117
Answers to Certain Questions at the End of Chapters 2-4		125
Appendix A: Competing in the Retail Food Game		129
Appendix B: Aspects of Organizational Design		133
Notes		137
References		153
Index		163