

The Globalization Of Strategy Research

Advances in Strategic Management

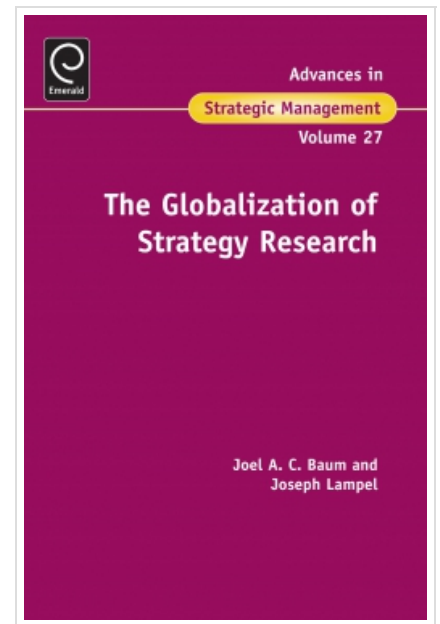
Joel Baum

Joseph Lampel

Joel Baum

About the Book

"This volume brings together various emerging perspectives in strategy research for further interaction and debate. Contributions address a range of issues related to the globalization of strategy research. Some chapters present perspectives that challenge the historically dominant North American tradition in strategy research, from both outside as well as within North America. Others examine the historical development of strategy research, viewed either as a convergent normal science process, or as a divergent process destined to generate disparate perspectives. Specific chapters include: Globalization or Colonization?; Building a Business on Ethnic Ties; Rhetorical History as a Source of Competitive Advantage; and Organizational Selection in Context. The volume examines strategy theory, methods and research, and strategy as practice, discourse and reflexive design. By creating a forum for discussing issues at the interface of emerging perspectives and long-standing traditions, this volume provides a compendium that contributes to cross-fertilization among them, as well as a catalyst for future research countering the separatist logic that threatens to partition the field".



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