

Strategizing, economizing, and economic organization

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First published: Winter 1991

<https://doi.org/10.1002/smj.4250121007>

Citations: 816

Abstract

This article argues that strategy, like charity, begins at home. Specifically, economy is the best strategy. That is not to say that strategizing efforts to deter or defeat rivals with clever ploys and positioning are unimportant. In the long run, however, the best strategy is to organize and operate efficiently.

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