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Strategy synthesis is a course of action meeting opposite demands simultaneously. A synthesis is a hybrid solution to a strategic problem that combines elements from opposing strategy perspectives. The process of synthesizing requires a rich understanding of both perspectives and dialogue between the two.

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To encourage creative strategic thinking, De Wit and Meyer contrast the most important approaches and outline the major issues and differences of opinion. Managers are challenged to combine the strengths of these approaches into their own strategy synthesis.

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Ron Meyer is hoogleraar Strategisch Leiderschap aan TIAS, waar hij onderzoek doet op het gebied van bedrijfsstrategie en leiderschap, en doceert in diverse masters en company specific programma's. Daarnaast is Prof.dr. Meyer ook directeur van het Center for Strategy & Leadership van TIAS School for Business and Society.

Prof.dr. Ron Meyer (Full Professor) | TIAS

De Wit and Meyer's Strategy actively challenges the educational orthodoxy to encourage students to be critical, and to challenge them to be analytical, in order to facilitate creativity and unconventional thinking. In this book, the fundamental differences of opinion within strategic management are not ignored or smoothed over.

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Center for Strategy & Leadership Westersstraat 46 3016 DH Rotterdam The Netherlands T: +31 (0)10-2179120 E: info@c4sl.eu

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