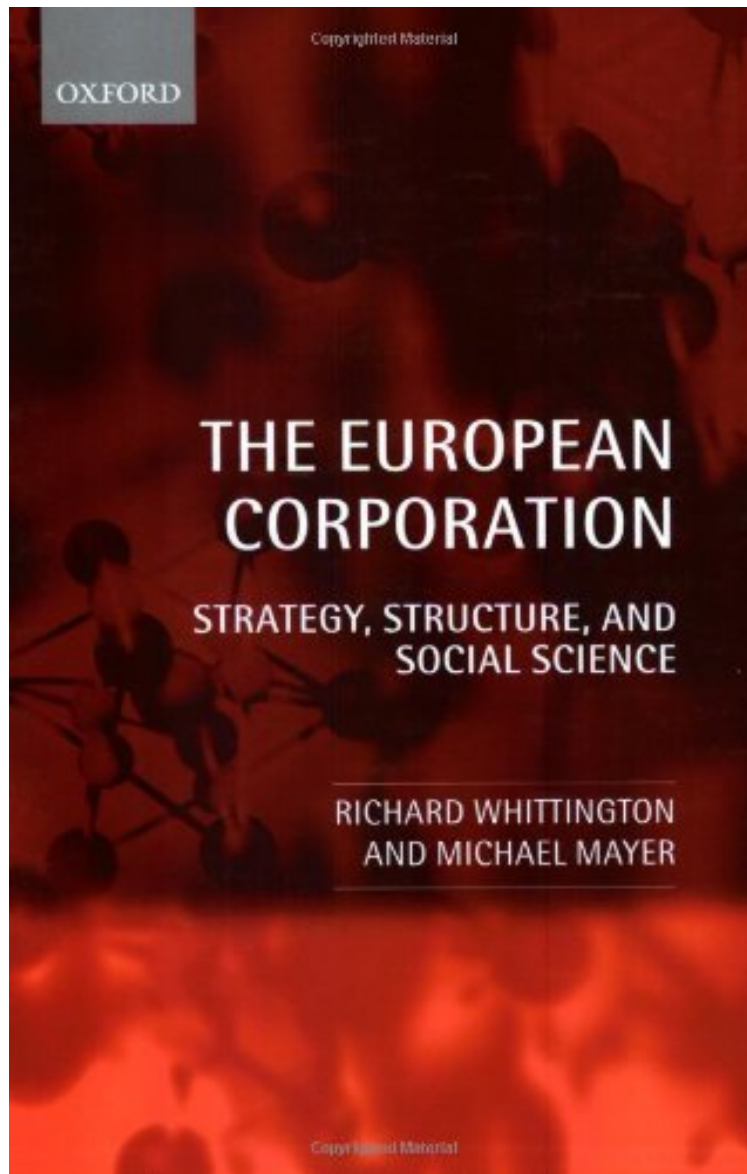


(Pdf free) The European Corporation: Strategy, Structure, and Social Science

# The European Corporation: Strategy, Structure, and Social Science

*Richard Whittington, Michael Mayer*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#3952814 in eBooks 2002-07-18 2001-01-08 File Name: B001PIIZ4E | File size: 55.Mb

**Richard Whittington, Michael Mayer : The European Corporation: Strategy, Structure, and Social Science** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The European Corporation: Strategy, Structure, and Social Science:

This book examines the evolving strategies and structure of large European firms in comparative and historical

context. Although European corporations still differ in terms of ownership and management, they are adopting increasingly similar organizational structures and diversification strategies. The authors explain recent corporate developments by extending Alfred Chandler's original model of strategy and structure to include conglomerate diversification and the more integrated 'networked multidivisional' structure.

"This is the definitive European work on the Harvard (Chandler) model of the strategy and structure of large corporations. After a balanced survey of alternatives and a measured denunciation of the excesses of Chandler's caricatures, Whittington and Mayer comprehensively confront the theory with empirical evidence and unmodishly but convincingly reaffirm the power of the Chandlerian perspective on diversification and divisionalization."--Leslie Hannah, Dean of City University Business School

About the Author Richard Whittington is University Reader in Strategy at the Saïuml;d Business School and Fellow of New College, University of Oxford. He was formerly Lecturer in Organizational Analysis at Imperial College and Reader in Marketing and Strategic Management at the University of Warwick. He is author of 'Corporate Strategies in Recession and Recovery' (Unwin Hyman) and 'What is Strategy- and Does it Matter?' (Routledge), as well as articles in a variety of journals. He is Associate Editor of the British Journal of Management and on the editorial boards of Long Range Planning and Organization Studies. Michael Mayer is a Lecturer in Strategic and International Management at the University of Glasgow. He has published articles in Organization Studies, the European Management Journal, and Industrial and Corporate Change.