

THE DIMENSIONS OF THE MANAGERIAL THINKING STRATEGIC SCHOOLS AND THEIR DEFFINITORY CHARACTERISTICS FOR ELABORATING THE STRATEGY

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Abstract:

What is strategy? We can say with certitude there is no unique universally accepted definition. The specialized literature is rich in studies, books and perspectives over the strategy, but this abundance proves the relevance and the complexity of this subject. And this complexity makes it hard to find a single good answer in developing a strategy. As Whittington (2001) said, the different conceptions about the strategy have radically different implications over the strategy's elaboration process¹. Henry Mintzberg identified 10 schools of managerial thinking - three prescriptive and seven descriptive. In this article I will try to make some considerations regarding the dimensions of these schools and their deffinitory characteristics for elaborating the strategy.

Keywords: *strategy, strategic schools, strategy's elaboration process*

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