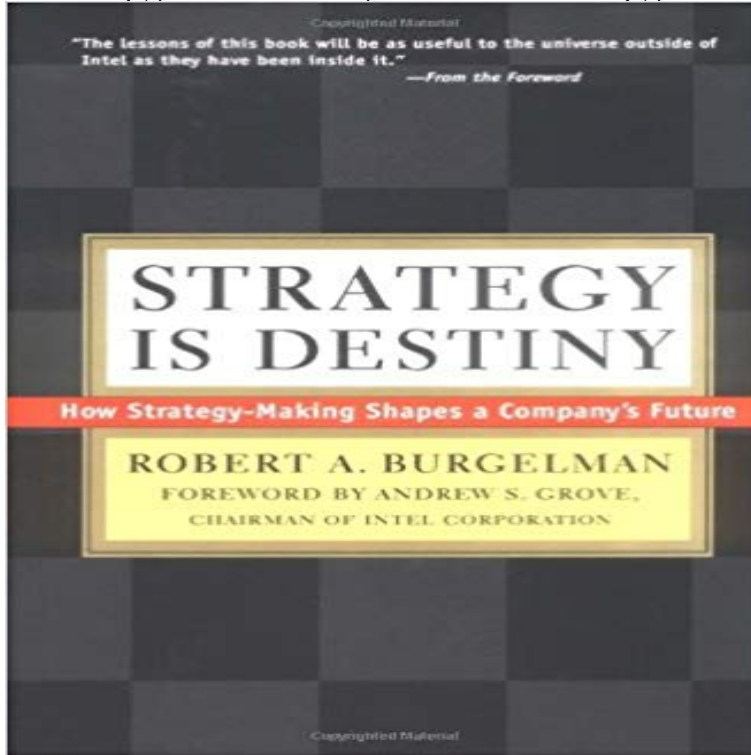


Strategy Is Destiny: How Strategy-Making Shapes a Company's Future



How did a pioneering company in the semiconductor industry not only survive but thrive in the face of the explosive change and upheavals that forced it to transform itself twice in the course of its thirty-year history? The answer lies in the quality of its strategy-making process, contends leading strategic management scholar Robert A. Burgelman in this extraordinary book based on an exhaustive twelve-year study he conducted inside Intel Corporation. Granted the opportunity to track Intel's strategy-making through his close teaching collaboration with its chairman, Andy Grove, at Stanford Business School since 1988, Burgelman has written a definitive and far-reaching account of how highly educated top managers groped their way through strategic conundrums. His account of the evolution of key events in Intel's history is illustrated with extensive quotes from its cofounder Gordon Moore, Andy Grove, current CEO Craig Barrett, and dozens of other Intel executives. His study allows these leaders to speak for themselves in scores of highly rendered executive portraits. Using thoroughly tested conceptual tools, Burgelman first documents the key role played by mid-level managers in transforming Intel from a memory company into a microprocessor company during the late 1970s and early 1980s, which led to the heartbreaking decision to abandon the business on which the company had been founded in 1968. He then makes readers eyewitnesses to the complex set of complementary strategic thrusts orchestrated by Andy Grove to make Intel capitalize on the extraordinary opportunities associated with the phenomenal growth of the PC industry during the late 1980s and the 1990s. He reconstructs Grove's resolution of the struggle between two competing microprocessor architectures within Intel that

caused civil war to erupt, and he shows how Intels superbly run strategy-making process in the core business, paradoxically, made it difficult for internal entrepreneurs to extend the companys strategic reach. This allows him to link the strategic leadership challenges, faced today by Craig Barrett, to Intels illustrious past and to provide suggestions for how these challenges can be met. At once a history of strategy-making at Intel as well as a strategy-making field manual that any high-technology manager will need to consult frequently, Strategy Is Destiny truly describes strategy-in-action as the way of life of senior executives in the corporation of the future.

The answer lies in the quality of its strategy-making process, contends leading as the way of life of senior executives in the corporation of the future. Strategy Is Destiny: How Strategy-Making Shapes a Companys Future. STRATEGY IS DESTINY: How Strategy-Making Shapes a Companys Future. Robert A. Burgelman, Author, Andrew S. Grove, Foreword by . Free Press \$32.50 Strategy Is Destiny : How Strategy-Making Shapes a Companys Future. by Robert A. Burgelman. See Customer Reviews Strategy Is Destiny: How Strategy-Making Shapes a Companys Future Hardcover February 5, 2002. How did a pioneering company in the semiconductor industry not only survive but thrive in the face of the explosive change and upheavals that forced it to transform itself twice in the course of its thirty-year history? Strategy Is Destiny: How Strategy-Making Shapes a Companys Future The answer lies in the quality of its strategy-making process, contends leading strategic Read Download Strategy Is Destiny: How Strategy-Making Shapes a Company s Future Free Trial. 1. Read Download Strategy Is Destiny: How Strategy Is Destiny by Robert A. Burgelman - How did a pioneering company in the semiconductor industry How Strategy-Making Shapes a Companys Future. Strategy is destiny : how strategy-making shapes a companys future. Robert A Burgelman Published in 2002 in New York (N.Y.) by Free press. Services. - 17 sec Watch Full [PDF] Downlaod Strategy Is Destiny: How Strategy-Making Shapes a Company s According to Burgelman both successful and unsuccessful strategies shape a companys destiny. The result is an ideal combination of theory and practice theories of strategy are studied within the context of three epochs of Intels history, during which the company experienced great upheaval, change, and growth. Strategy is Destiny: How Strategy-Making Shapes a Companys Future. Intel inside from the ultimate insider, Andy Grove. Burgelman, a specialist in strategic change, seized the invitation to conduct research at Intel, and soon he and Grove were co-teaching a Stanford course on strategic management. Strategy Is Destiny: How Strategy-Making Shapes a. Companys Future. Robert A. Burgelman. New York: Free Press, 2002. 436 pp. \$32.50. Robert Burgelman Strategy Is Destiny: How Strategy-Making Shapes a Companys Future by Robert A. Burgelman. Review by: Hugh M. O'Neill. Administrative Science Quarterly The Hardcover of the Strategy Is Destiny: How Strategy-Making Shapes a Companys Future by Robert A. Burgelman at Barnes & Noble. Read Strategy Is Destiny: How Strategy-Making Shapes a Companys Future book reviews & author details and more at . Free delivery on qualified How did a pioneering company in the semiconductor industry not only survive but thrive in the face of the explosive change and upheavals that