

Strategic Management By H Igor Ansoff

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H. IGOR ANSOFF (1918-2002) was an applied mathematician and business manager. He is well known as the pioneer and father of Strategic Management. Ansoff studied at Brown University, where he...

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Abstract. Strategic Management is examined in the context of the life and work of its founder, H. Igor Ansoff. His contributions are considered in contrast to postmodern arguments against efforts to acquire systematic, lasting knowledge in the social sciences and to apply systematic practices in the successful management of organizations.

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Harry Igor Ansoff (; original surname is Ansov) (December 12, 1918 – July 14, 2002) was a Russian American applied mathematician and business manager . [1] He is known as the father of strategic management .

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Igor Ansoff (1918- 2002) was a prominent Russian American mathematician and scientist. He is known as the father of Strategic management and his development of the strategy model, the Ansoff matrix. Biography Igor Ansoff. Igor Ansoff ' s scientific career took off in 1937 when he started studying at the Stevens Institute of Technology (SIT) after he had graduated from high school.

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