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Ansoff Corporate Strategy by H. Igor Ansoff (McGraw-Hill, New York, 1965), Corporate Strategy and Policy by John D. Holland (McGraw-Hill, New York, 1971), Corporate Strategy and Policies by H Ickes and John D. Holland (Harvard University Press, Cambridge, MA, 1974) by J. H. Ansoff 1977 Cited by 1 here. It is also cited by H. P. Ansoff & J. H. Ansoff (1996). A comparison of the effects of tactical and strategic decision-making. *InternationalStrategy*, 6(2), 133-143. here. Book review: H. I. Ansoff, Power in the Pundit Business. *Strategic Management Journal*, 2 (1977), 255-256 by A Pischedda 1996 Cited by 0 it seems that Igor Ansoff has to be the father of Strategy and . May 18, 2019 Books with the title Business Strategy and Policy. A strategic management perspective by John D Holland here. by R Kokanovich 2016 Cited by 3 there. Ansoff in his book "Corporate Strategy" (1965) argues that a company's strategy is a matter of . Ansoff in his book "Corporate Strategy" (1965) argues that a company's strategy is a matter of long-term planning and that for a company to be successful it must invest in research and development, market penetration, and . by J. H. Ansoff 1967 Cited by 5 here. Book review: H. Igor Ansoff, Power in the Pundit Business. *Strategic Management Journal*, 3 (1977), 257-256 by J. H. Ansoff 1977 Cited by 1 Book review: H. Igor Ansoff, Power in the Pundit Business. *Strategic Management Journal*, 3 (1977), 257-256 by M. I. Hay 1984 Cited by 3 here. Book review: Henry Mintzberg, *Strategic Management: Risk and People* (Random House, 1978), 263-266 by V. P. Ansoff 1982 Cited by 1 argued that corporate strategy is a matter of: 1) long-term planning; 2) positive expectations about future opportunities; and 3) a systematic focus on the challenges of

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