



**Strategic management**

<b>Chapter – 8</b>		
<b>Terminology</b>	<b>Coined/stated by</b>	<b>Year</b>
The art war (1 <sup>st</sup> methodological documentation strategy)	Sun TZU	500 B.C
Blue Ocean Strategy	W. Chan Kim and Renee Mauborgne	2004
Benefits of Having a vision	Azhar	2008
Emotional Intelligence	Daniel Goleman	1998
Kotter 8-step Process for leading change – Book (leading change)	DR.John Kotter	1996
McKinsey of Company's 7-S Framework	Thomas J. Peters & Robert Waterman (Former McKinsey Consultants)	1980
Kurt Lewin's change model	Kurt Lewin	1947
ADKAR Model	Jeffrey Hiatt	2003
The Kubler-Ross Model	Elisabeth Kubler Ross	1969
Satir change management model	Virginia satir	1960-1970
William Bridges's Transition model	William Bridge	1979
FAST Framework Introduced in :(management by objective)	Peter Drucker Known as: (the great management guru)	1954
Balanced Scorecard & Strategy Map - (for a visual representation of the organisation's strategy)	Robert S. Kaplan and David Norton (of Harvard Business school)	1996
Teach For America(TFA)	Wendy Kopp	1989
Economic value added(EVA)	Stern stewart of company (New York consulting Firm)	1983
<b>Chapter-9</b>		
Value chain	Michael porter (Professor of Harvard business school)	1985
Porter's 5 forces Framework	Michael porter (Father of modern strategy)	1979
VRID Framework	Jay B. Barney	1991
Growth-share(or) BCG Matrix	Bruce Henderson -Founder of (baston consulting group)	1970
Illusion of control	Ellen langer	1975
Hubris Hypothesis of Takeover	Richard Roll	1986
<b>Chapter – 10</b>		
Continuous improvement system	W.Edwards Deming	1950
Nine Design Test	Michael Goold & Andrew campbell	2002
Business process Re-Engineering	Michael Hammer & Champy	1993
2 Approaches to Strategic control	Dess & Lumpkin & Taylor	2003
<b>Chapter – 11</b>		
Attack vs Defend (Element of Digital strategy)	McKinsey & company	-
4 D's (Discover,Design,Deliver,De-risk)	McKinsey & company	-