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En la ventana que nos abre colocamos el título de nuestro interés y damos clic en buscar





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Academic Search Complete

Diseñada para instituciones académicas, esta base de datos es la fuente líder de la investigación académica con más revistas a texto completo y más revistas revisadas por pares que cualquier otra base de datos disponible. Apoya la investigación de alto nivel en las áreas clave de estudio académico, proporcionando revistas, publicaciones periódicas, informes, libros, y más. Ofrece una enorme colección de las revistas a texto completo, que proporciona a los usuarios acceso a la información crítica de fuentes únicas. Es la principal fuente de estudios revisados texto completo para la investigación en ciencias sociales y humanas; antropología; ingeniería; derecho. Ofrece acceso a contenido de video de la Associated Press, la agencia de noticias más importantes del mundo. Brinda acceso a imágenes desde 1930 hasta el presente y más de 60,000 videos.



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Nos muestra los resultados

The screenshot shows the EBSCOhost search interface. At the top, there is a navigation bar with links for 'Nueva búsqueda', 'Materias', 'Publicaciones', 'Información de la empresa', and 'Más'. On the right side of the navigation bar are links for 'Conectar', 'Carpeta', 'Preferencias', 'Idiomas', and 'Ayuda'. The main search area includes the EBSCOhost logo, a search input field containing 'what is strategy', and buttons for 'Buscar' and 'Borrar'. Below the search input are three dropdown menus for selecting fields and logical operators (AND). A red dashed oval highlights the text 'Resultados de la búsqueda: 1 a 10 de 757' in the results section. The results are listed in a numbered format, with the first result being 'Leadership and Change: What Works and What Doesn't [and] Self-Reflection Strategies.' by Patricia S. Seppanen. The second result is 'Discipline and the Chronically Ill Child: What Are the Management Strategies To Promote Positive Patient Outcomes?' by Rita C. Richardson. Below these are video results from Associated Press, including 'Rice outlines national security...', 'President Barack Obama says the United...', 'Turkish soap opera concerns Armenian...', and 'Kerry addresses summit on extremism...'. The third result is 'What to do when win-win won't work: Environmental strategies for costly regulation.' by John W. Maxwell. On the left side, there is a sidebar for refining results, including 'Depurar los resultados', 'Búsqueda actual', 'Booleano/Frase', 'Limitadores', 'Limitar a', and 'Tipos de Fuentes'. On the right side, there are sections for 'Cables de noticias', 'Imágenes relacionadas', and 'Empresa'.

Resultados de la búsqueda: 1 a 10 de 757

1. **Leadership and Change: What Works and What Doesn't [and] Self-Reflection Strategies.**
By: Seppanen, Patricia S.. 1996 24 pp. (ED399028)
Full Text from ERIC , Base de datos: ERIC
Materias: Change Strategies; Leaders; Leaders Guides; Leadership; Leadership Qualities; Organizational Change; Resistance to Change; Self Evaluation (Individuals)

2. **Discipline and the Chronically Ill Child: What Are the Management Strategies To Promote Positive Patient Outcomes?**
By: Richardson, Rita C.. 1996 29 pp. (ED396484)
Full Text from ERIC , Base de datos: ERIC
Materias: Behavior Change; Behavior Problems; Change Strategies; Children; Chronic Illness; Compliance (Psychology); Discipline; Intervention; Medical Services; Models; Prevention; Resistance (Psychology); Special Health Problems; Theories

AP Video de Associated Press (324) Ver todo



Rice outlines national security... 3:16
President Barack Obama says the United... 3:16
Turkish soap opera concerns Armenian... 2:46
Kerry addresses summit on extremism... 2:15




3. **What to do when win-win won't work: Environmental strategies for costly regulation.**
By: Maxwell, John W. Business Horizons. Sep/Oct96, Vol. 39 Issue 5, p60. 4p. 1 Chart. , Base de datos: Business Source




Navegar para encontrar el título de nuestro interés






Publicación académica p2075-2092. 18p. DOI: 10.1080/00207543.2015.1101174.
Materias: EQUILIBRIUM (Economics); PRICING; STRATEGIC planning; SUPPLY chain management; COMPETITION (Economics); PROFITABILITY; NASH equilibrium

7. **Online hot selling period and its impact on e-retailer's pricing strategies.**  
By: Zhang, Juzhi; Gou, Qinglong; Yang, Feng; Liang, Liang. *International Journal of Production Research*. Apr2016, Vol. 54 Issue 7, p1899-1918. 20p. DOI: 10.1080/00207543.2015.1057300.
Materias: LOGISTICS; ELECTRONIC commerce; PRICING; QUALITY of service; STRATEGIC planning; PROFIT maximization; COMPETITION (Economics); BUSINESS models; Process, Physical Distribution, and Logistics Consulting Services; Electronic shopping and mail-order houses; Electronic Shopping

8. **What Works for Workers? Public Policies and Innovative Strategies for Low Wage Workers.**  
By: Rubery, Jill. *British Journal of Industrial Relations*. Dec2015, Vol. 53 Issue 4, p832-834. 3p. DOI: 10.1111/bjir.12154.
Materias: EMPLOYEES in literature; NONFICTION. **WHAT** Works for Workers? Public Policies & Innovative **Strategies** for Low-Wage Workers (Book); LUCE, Stephanie; LUFF, Jennifer; MCCARTIN, Joseph A.; MILKMAN, Ruth
Publicación académica  Full Text Finder

9. **Effect of Concession-Timing Strategies in Auditor-Client Negotiations: It Matters Who Is Using Them.**  
Incidence des **stratégies** quant au choix du moment des concessions dans les négociations auditeur-client : l'importance de l'utilisateur. By: YAN SUN; HUN-TONG TAN; JIXUN ZHANG. *Contemporary Accounting Research*. Dec2015, Vol. 32 Issue 4, p1489-1506. 18p. DOI: 10.1111/1911-3846.12139.
Materias: MARKET timing; AUDITOR-client relationships; NEGOTIATION in business; FINANCIAL management; NEGOTIATION; Portfolio Management; CONCESSION bargaining; METHODOLOGY
Publicación académica  Full Text Finder

10. **Trend definition or holding strategy: What determines the profitability of candlestick charting?**  
By: Lu, Tsung-Hsun; Chen, Yi-Chi; Hsu, Yu-Chin. *Journal of Banking & Finance*. Dec2015, Vol. 61, p172-183. 12p. DOI: 10.1016/j.jbankfin.2015.09.009.
Materias: DOW Jones industrial average; STRATEGIC planning; PROFITABILITY; CANDLESTICKS; TREND analysis; HOLDING (Psychoanalysis); SENSITIVITY analysis
Publicación académica  Full Text Finder

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The screenshot shows the EBSCOhost search interface. At the top, there's a navigation bar with options like 'Nueva búsqueda', 'Materias', 'Publicaciones', 'Información de la empresa', and 'Más'. Below this, the search bar contains the query 'what is strategy' and a filter 'AND porter'. A red dashed circle highlights the search filters, and a red arrow points to the 'Buscar' button with the text 'Podemos poner al autor del artículo'. On the left, the 'Depurar los resultados' sidebar shows the current search and filters. A red dashed circle highlights the 'Limitadores' section, specifically the 'Fecha de publicación' filter set to '1996'. Below this, the 'Limitar a' section has checkboxes for 'Texto completo', 'Hay referencias disponibles', and 'Publicaciones académicas (arbitradas)'. The 'Tipos de Fuentes' section has checkboxes for 'Todos los resultados', 'Revistas (244)', 'Publicaciones académicas (166)', and 'Publicaciones (145)'. The main results area shows 'Resultados de la búsqueda: 1 a 10 de 757'. The first result is 'Leadership and Change: What Works and What Doesn't [and] Self-Reflection Strategies.' by Seppanen, Patricia S., 1996. The second result is 'Discipline and the Chronically Ill Child: What Are the Management Strategies To Promote Positive Patient Outcomes?' by Richardson, Rita C., 1996. Below the results, there's a section for 'Video de Associated Press (324)' with four video thumbnails. The third result is 'What to do when win-win won't work: Environmental strategies for costly regulation.' by Maxwell, John W., Business Horizons, Sep/Oct96, Vol. 39 Issue 5, p60. 4p. 1 Chart. Base de datos: Business Source.

O poner el año del artículo

Clic en el título de nuestro interés



Nueva búsqueda Materias Publicaciones Información de la empresa Más Conectar Carpeta Preferencias Idiomas Ayuda

Buscando: Academic Search Complete, Mostrar todos Bases de datos

what is strategy Seleccione un campo... Buscar Borrar

AND porter Seleccione un campo...

AND Seleccione un campo... + -

Búsqueda básica Búsqueda avanzada Historial de búsqueda

Depurar los resultados

Búsqueda actual

Booleano/Frase:
what is strategy AND porter

Limitadores

Fecha de publicación:
19960101-19961231

Limitar a

Texto completo

Hay referencias disponibles

Publicaciones académicas (arbitradas)

1996 Fecha de publicación 1996

Mostrar más
Opciones establecidas

Tipos de Fuentes

Todos los resultados

Revistas (1)

Resultados de la búsqueda: 1 a 1 de 1 Relevancia Opciones de página Compartir

1. **What Is Strategy?**

By Porter, Michael E. Harvard Business Review, Nov/Dec96, Vol. 74 Issue 6, p61-78. 18p. 1 Black and White Photograph, 3 Diagrams, 1 Graph. , Base de datos: Business Source Complete

Materias: Strategic planning; Organizational effectiveness; Market positioning; Business planning; Industrial management; Organizational change; Performance management; Business models; Business enterprises; Competition

Publicación periódica

Texto completo en PDF (9MB)

Empresa

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Buscando: Business Source Complete | Bases de datos

what is strategy

Búsqueda básica Búsqueda avanzada Historial de búsqueda

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Lista de resultados | Depurar búsqueda < 1 de 312 >

La editorial ofrece acceso limitado a este artículo. No se puede imprimir ni guardar el texto completo.

What Is Strategy?

Autores: Porter, Michael E. 1

Fuente: Harvard Business Review. Nov/Dec96, Vol. 74 Issue 6, p61-78. 18p. 1 Black and White Photograph, 3 Diagrams, 1 Graph.

Tipo de documento: Article

Descriptores: *STRATEGIC planning
*ORGANIZATIONAL effectiveness
*MARKET positioning
*BUSINESS planning
*INDUSTRIAL management
*ORGANIZATIONAL change
*PERFORMANCE management
*BUSINESS models
*BUSINESS enterprises
COMPETITION

Resumen: Today's dynamic markets and technologies have called into question the sustainability of competitive advantage. Under pressure to improve productivity, quality, and speed, managers have embraced tools such as TQM, benchmarking, and reengineering. Dramatic operational improvements have resulted, but rarely have these gains translated into sustainable profitability. And gradually, the tools have taken the place of **strategy**. In his five-part article, Michael Porter explores how that shift has led to the rise of mutually destructive competitive battles that damage the profitability of many companies. As managers push to improve on all fronts, they move further away from viable competitive positions. Porter argues that operational effectiveness, although necessary to superior performance, is not sufficient, because its techniques are easy to imitate. In contrast, the essence of **strategy** is choosing a unique and valuable position rooted in systems of activities that are much more difficult to match. Porter thus traces the economic basis of competitive advantage down to the level of the specific activities a company performs. Using cases such as Ikea and Vanguard, he shows how making trade-offs among activities is critical to the sustainability of a **strategy**. Whereas managers often focus on individual components of success such as core competencies or critical resources, Porter shows how managing fit across all of a company's activities enhances both competitive advantage and sustainability. While stressing the role of leadership in making and enforcing clear strategic choices, Porter also offers advice on how companies can reconnect with **strategies** that have become blurred over time. INSETS: Japanese Companies Rarely Have **Strategies**. Finding New Positions: The Entrepreneurial Edge: The Connection with Generic **Strategies**. Reconnecting with **Strategy** [ABSTRACT FROM AUTHOR]

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Texto completo en PDF

Fuente: Harvard Business Review
Fecha: November 1, 1996

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What Is Strategy?



I. Operational Effectiveness Is Not Strategy

For almost two decades, managers have been learning to play by a new set of rules. Companies must be flexible to respond rapidly to competitive and market changes. They must benchmark continuously to achieve best practice. They must outsource aggressively to gain efficiencies. And they must nurture a few core competencies in the race to stay ahead of rivals.

Positioning—once the heart of strategy—is rejected as too static for today's dynamic markets and changing technologies. According to the new dogma, rivals can quickly copy any market position, and competitive advantage is at best temporary.

by Michael E. Porter

The quest for productivity, quality, and speed has spawned a remarkable number of management tools and techniques: total quality management, benchmarking, time-based competition, outsourcing, partnering, reengineering, change management. Although the resulting operational improvements have often been dramatic, many companies have been frustrated by their inability to translate those gains into sustainable profitability. And bit by bit, almost imperceptibly, management tools have taken the place of strategy. As managers push to improve on all fronts, they move farther away from viable competitive positions.

What Is Strategy?