**Interactive Activity 7**

**Content Introduction**

**­­­­­­­­­­­­Learning Outcomes**

1. Distinguish between different types and levels of strategy and strategy implementation
2. Gain insights into the strategy-making processes of different types of organizations

**Reading**

**Required**

**Chapter 7.** Strategy Formation: Corporate Strategy

Textbook: Wheelen, T. L., Hunger, D., Hoffman, A. N., & Bamford, C. E. (2014). *Concepts in strategic management and business policy*(14th ed.). Upper Saddle River, NJ: Prentice Hall. ISBN-13: 9780133126129 (print), 9780133126433 (e-text)

**Recommended**

Andersson, H., & Janson, G. (2012). Evaluating a corporate strategy: A case study of Länsförsäkringar. Available via <https://stud.epsilon.slu.se/4453/1/Andersson_et_al_120703.pdf>

**Test your knowledge**

**Question 1**

How is corporate parenting different from portfolio analysis? How is it alike? Is it a useful concept in a global industry?

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