

THE DIMENSIONS OF THE MANAGERIAL THINKING STRATEGIC SCHOOLS AND THEIR DEFFINITORY CHARACTERISTICS FOR ELABORATING THE STRATEGY

*Assistant professor PhD Student Mălina Cordoș, malina_cordos@yahoo.com
"1 Decembrie 1918", Faculty of Science*

Abstract: *What is strategy? We can say with certitude there is no unique universally accepted definition. The specialized literature is rich in studies, books and perspectives over the strategy, but this abundance proves the relevance and the complexity of this subject. And this complexity makes it hard to find a single good answer in developing a strategy. As **Whittington** (2001) said, the different conceptions about the strategy have radically different implications over the strategy's elaboration process¹.*

Henry Mintzberg identified 10 schools of managerial thinking – three prescriptive and seven descriptive. In this article I will try to make some considerations regarding the dimensions of these schools and their deffinitory characteristics for elaborating the strategy.

*Key words: strategy, strategic schools, strategy's elaboration process
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¹ R. Whittington – *What Is Strategy? - and Does It Matter*, 2nd Edition, Thomson Learning, London, 2001, p. 325