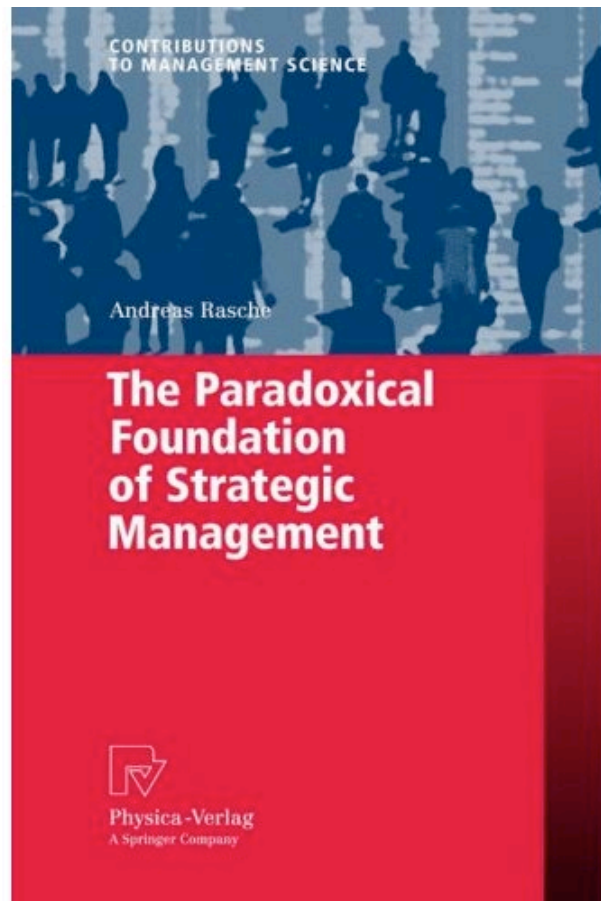


ANDREAS RASCHE

# THE PARADOXICAL FOUNDATION OF STRATEGIC MANAGEMENT

This book offers a systematic critique of the scientific discourse of strategic management. It uncovers scholars' unquestioned assumptions and shows that by upholding these assumptions researchers obscure the paradoxical nature of strategic reasoning. To uncover the paradoxes of strategic management the author refers to the philosophy of Jacques Derrida. He uncovers the paradoxes that inevitably occur when theorizing about corporate strategy along the dimensions strategy context, process, and content and shows how these paradoxes can enrich future thinking about strategic problems. The analysis is completed by a discussion of theoretical and practical implications which highlight the need to research strategy not as something an organization has, but as something an organization *does*. Such a 'practice perspective' gives reference to the paradoxical ground that strategic management rests on and enriches scholars' ability to reflect on practitioners' tasks while 'doing' strategy in organizations.



“A densely argued but clearly written piece of work that reflects the best of continental scholarship and certainly one to measure one’s own efforts with.” (*Robert Chia, University of Aberdeen Business School*)

“Andreas Rasche is right: We have to think of strategy as being always already *in deconstruction*.” (*Günther Ortman, Helmut-Schmidt-University Hamburg*)

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