

CONTENTS

- 1. STRATEGIC MANAGEMENT RESEARCH, NIETZSCHE, AND A DIFFERENT QUESTION 3**
 - A Different Question 4
 - Nietzsche, Twilight, and Strategic Management Research 6
 - Purpose and the Hopeful Promise of Corporate Strategy 14
 - Strategic Management Research Beyond Mankind 17
 - One Premise, Two Genres, and a Comparative Showdown 18
 - Summary and Implications 23

- 2. RESEARCH, STORIES, AND STRATEGIC MANAGEMENT RESEARCH 29**
 - The Line of Argument 31
 - Humanism and Pragmatist Research 32
 - Research Hurdles and Research Opportunities 36
 - Creating Research Stories 43
 - A Justification for This Book 50
 - Conclusion 53

- 3. A GENRE ABOUT STRATEGY THROUGH PROCESS 55**
 - Why Have a Strategy? 57
 - A Justification for My Group of Twelve 68
 - If a Strategy Is So Important, How Does a Firm Acquire One? 74
 - Strategy Through Process and the Problem of Strategic Management 82
 - A Justification for Strategy Through Process 96
 - A Closing Self-Critical Comment 116

4. A GENRE ABOUT PERSONS, STRATEGY, AND JUSTICE	118
Autonomy, Persons, and Justice	119
Four Short Stories About Autonomy	125
Persons and Purposes	131
Persons, Projects, and Enduring Relationships	134
Persons, Projects, Contracts, and Self-Constraint	139
The Concept of Strategy According to Strategy & Justice	144
Conclusion	145
5. TWILIGHT FOR STRATEGY THROUGH PROCESS	147
Terms of Comparison in Twilight	149
A Comparative Critique About the Human Decision Assumption	151
A Comparative Critique About the Interrelationship Assumption	155
A Comparative Critique About the Advantage Assumption	159
Double Entendre for Strategy Through Process	164
EPILOGUE: TOWARD DAWN FOR STRATEGY, MANAGEMENT, AND THE HUMANITIES	166
An Interpretive Venture Toward Dawn	167
Reprise on Strategy & Justice as a Humanist Commentary	168
Strategy & Justice and the Concept of Convention	169
Conventions, Autonomy, and Purposeful Action	171
Strategy Through Convention	176
The Twilight of Other Management Concepts	180
A Closing Comment	181
Notes	183
Index	239