

## **Contents**

Abstract.....	V
1 Introduction.....	1
2 Strategic Management as "Applied Science" .....	4
2.1 Deficient Relevance to Practitioners .....	4
2.2 Perspective of the "Aqueduct Model" .....	5
2.3 Perspective of the Theory of Self-Referential Systems.....	10
3 Applied Science Fiction.....	14
3.1 Definition of ASF .....	14
3.2 Types of "Applied Science Fiction" .....	16
3.2.1 Retrofitting.....	16
3.2.2 Symbolic Labels .....	18
3.2.3 Reputation.....	19
3.2.4 Undisciplined Eclecticism .....	20
4 Case Study "Competitive Strategy" .....	23
4.1 The Aqueduct-Story.....	23
4.2 The ASF-Story .....	25
5 Conclusions.....	33
Literature.....	35