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illustrate the usage of the de Wit-Meyer framework in analyzing strategic decisions. The article is structured as follows; first the framework of de Wit and Meyer (2005) is introduced.

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De Wit, B. and Meyer, R. (2004) *Strategy: Process, Content, Context*. 3rd Edition, Thomson Learning, London. has been cited by the following article: TITLE: The Applicability of the Learning School Model of Strategy Formulation (Strategy Formulation as an Emergent Process)

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