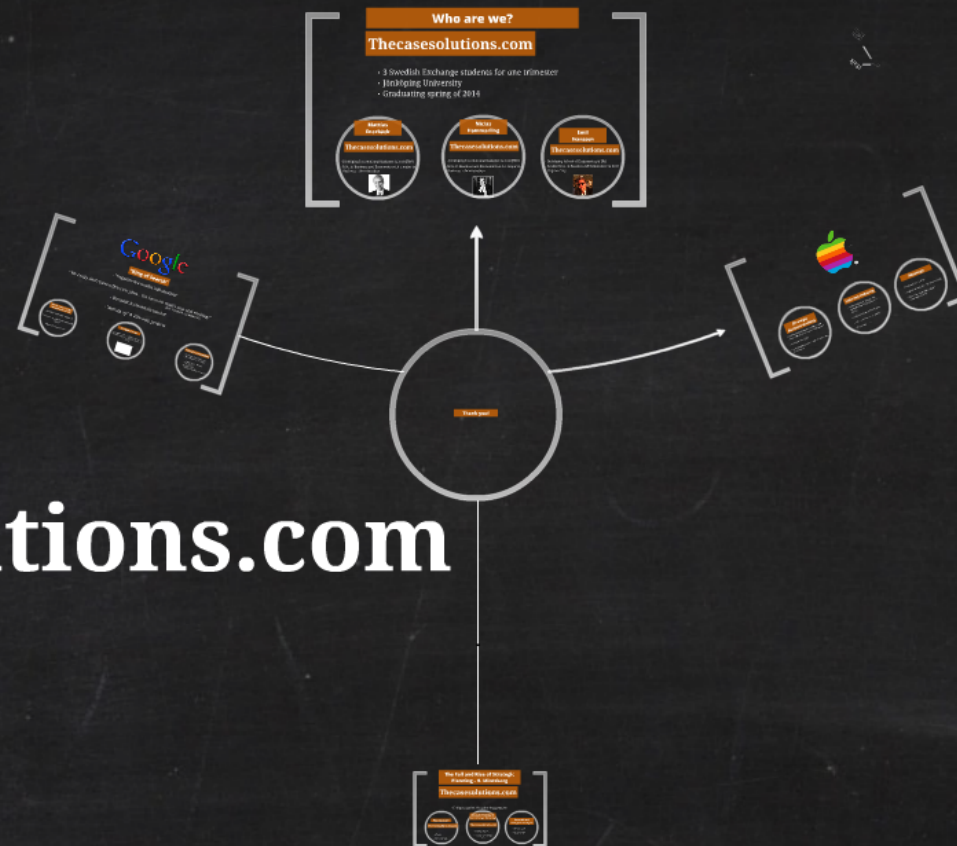


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Joyus - Strategic Decisions in the Online Video Shopping Market



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Joyus - Strategic Decisions in the Online Video Shopping Market

Who are we?

Thecasesolutions.com

- 3 Swedish Exchange students for one trimester
- Jönköping University
- Graduating spring of 2014

**Mattias
Enerbäck**

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- Jönköping International Business School (JIBS)
- B.Sc. in Business and Economics with a major in Business Administration



**Niclas
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The Fall and Rise of Strategic Planning - H. Mintzberg

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- Critique against the planning process

Why Strategy?

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- Direction
- Inform Outsiders

Strategic Planning is not Strategic Thinking

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- Planning - Analysis
- Thinking - Creativeness

Intended and Emergent Strategies

- Learning Process
- Viable Strategies



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"The CEO should not typically be deeply involved in the process, but rather be the designer of it in a general sense" - Peter Lorange