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activities . Both escalating global competition and a shift in management practices worldwide imply increasingly frequent changes in firm strategy [Beechler and Yang 1994 ; Kotabe 1990 ; Rosenzweig and businesses will face an imperative to make the Nohria 1994]. Consequently , right changes in their strategy implementation processes quickly [Hoffman and Gopinath 1994]. Yet , the presentation of a new strategic agenda often engenders conflict rather than cooperative implementation within the firm [Hutt , Walker and Frankwick 1995 ; Quinn 1973]. July 1996, 467–493.

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