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corporate-level strategy concerned with overall scope of an orga and how value is added to the constituent business fo the orga as a whole eg. geography, product diversity, M&A
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Fundamentals of Strategy. Developed for students on short courses in strategy for example, doing an initial course at undergraduate, postgraduate or post-experience level, or studying strategy as part of a wider degree in the arts, sciences or engineering, this book focuses on the analysis and formulation of strategy.

~~Fundamentals of Strategy by Gerry Johnson~~

Strategy is the direction of an organization. This gives a more comprehensive view of strategy than some influential definitions (Chandler, Porter, Mintzberg). Three horizons framework: Organizations should think of themselves as comprising three types of business or activity, defined their in terms of years.

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Crafting a global strategy requires making decisions about which strategy elements can and should be globalized and to what extent, and de Kluyver's Fundamentals of Global Strategy can help you illuminate these facts to your students.

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