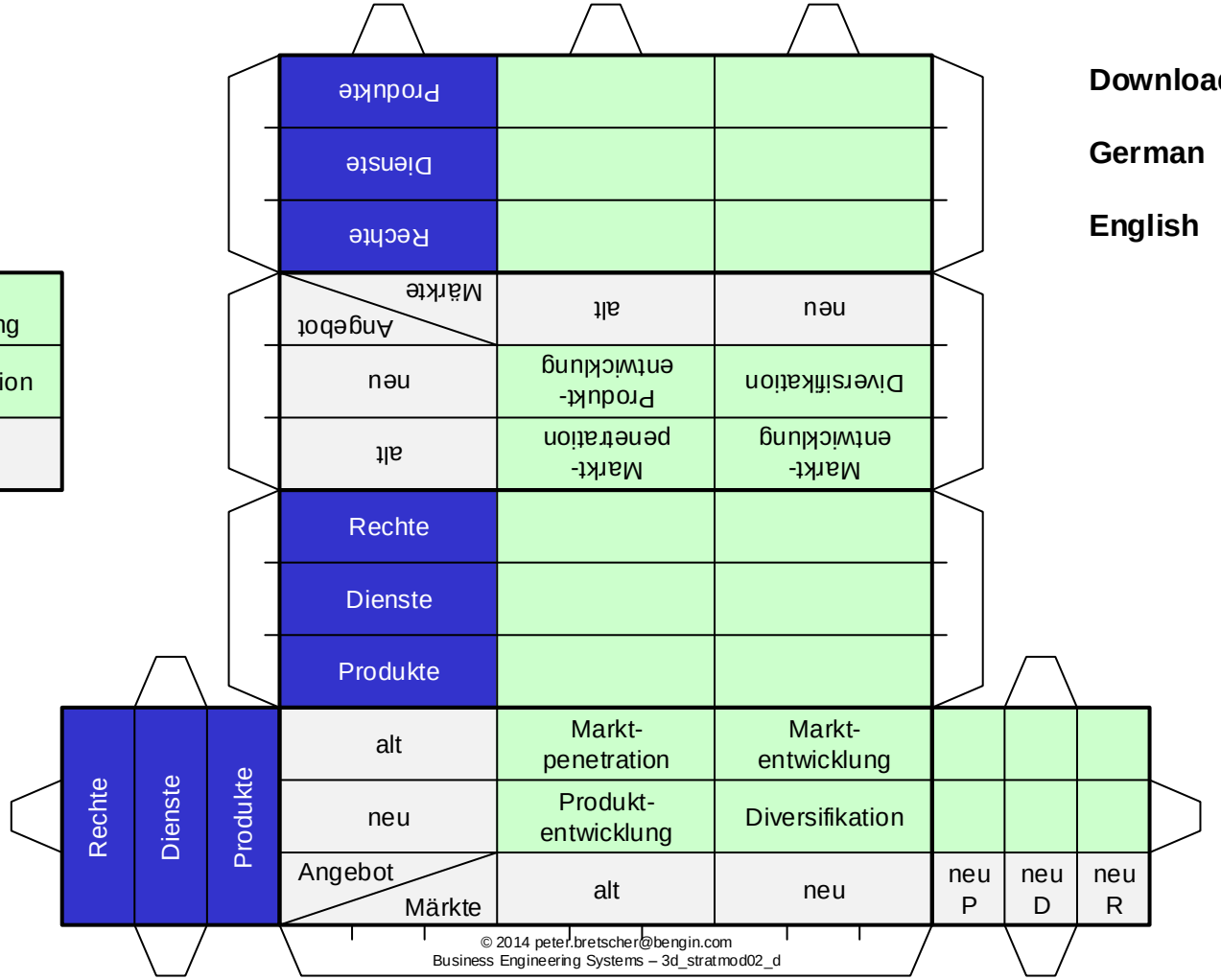
3D Strategic Options Model (beyond 50 years old flat strategic model)

Igor Ansoff – Strategies for Diversification

Igor Ansoff, Harvard Business Review, Vol. 35 Issue 5, Sep-Oct 1957, pp. 113-124

Produkte / Märkte	alt	neu
alt	Markt-penetration	Markt-entwicklung
neu	Produkt-entwicklung	Diversifikation

http://en.wikipedia.org/wiki/Diversification_(marketing_strategy)



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