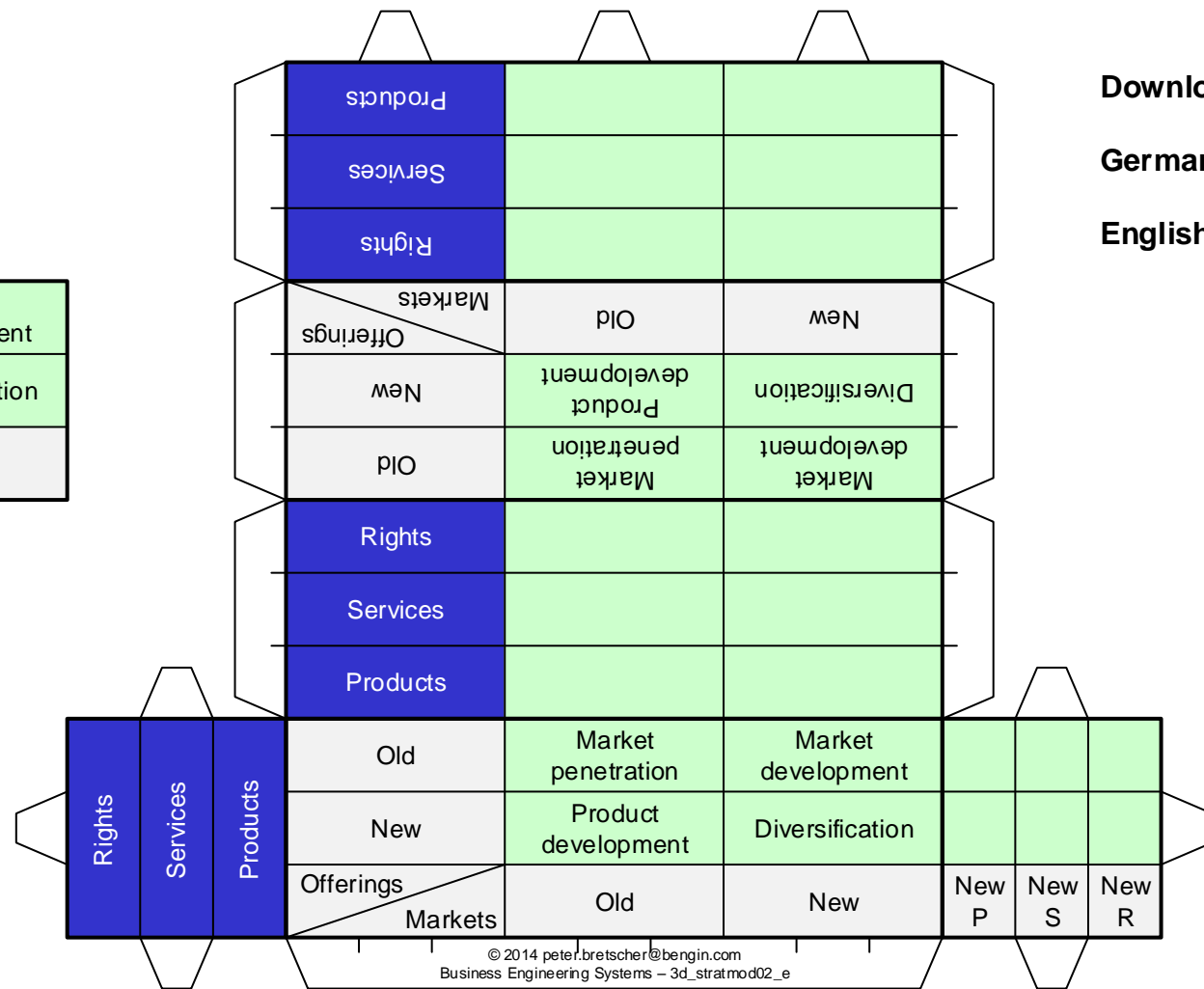


3D Strategic Options Model (beyond 50 years old flat strategic model)

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

Old	Market penetration	Market development
New	Product development	Diversification
Products / Markets	Old	New

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



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