

Adoption & Growth of Strategic Frameworks 1950 - 2014

		Shaping Approach						
		<ul style="list-style-type: none"> S-Curve 	<ul style="list-style-type: none"> Cooperation Ecosystem Strategy 	<ul style="list-style-type: none"> Shared Value Open Innovation 	<ul style="list-style-type: none"> Platform Strategy Strategic Opportunity Grid (SOG) 			
Visionary Approach	<ul style="list-style-type: none"> Experience Curve PEST Scenario Planning Innovation Adoption Curves Strategy & Structure 	<ul style="list-style-type: none"> Rule of Three & Four Red Queen Effect Emergent Strategy 	<ul style="list-style-type: none"> Transformational Change 	<ul style="list-style-type: none"> Continuous Strategy Process Dynamic Strategies Temporary Advantage Competing for the Future Value Innovation Disruptive Innovation Strategic Inflection Points 	<ul style="list-style-type: none"> Blue Ocean Strategy Tipping Point 			
			Renewal Approach					
				<ul style="list-style-type: none"> Dynamic Capabilities Change Management Strategic Inflection Points Value Migration Hypercompetition Mass Customization Re-engineering 	<ul style="list-style-type: none"> Serial Temporal Advantage New Economics of Information 	<ul style="list-style-type: none"> Transient Competitive Advantage 		
		Adaptive Approach	<ul style="list-style-type: none"> Benchmarking Three Generic Strategies 	<ul style="list-style-type: none"> Time-based Competition First Mover Advantage BCG Advantage Matrix Mintzberg 5Ps Resource-based View Discontinuous Innovation Diversification \$ Strategy & Profitability Value Chain Six Sigma Time-based Competition 	<ul style="list-style-type: none"> Strategy Maps Bowman's Strategy Clock Profit Patterns Value Chain Deconstruction Operative Capabilities Strategy as Simple Rules 	<ul style="list-style-type: none"> Business Model Innovation Strategic Intent Bottom of the Pyramid 	<ul style="list-style-type: none"> Adaptive Advantage 	
Classical Approach	<ul style="list-style-type: none"> Barriers to Entry Ansoff Matrix 	<ul style="list-style-type: none"> Gap Analysis SWOT Analysis Product Lifestyle BCG Portfolio Matrix Fishbone Diagram 	<ul style="list-style-type: none"> Deliberate Corporate Strategy PMS (profit Impact of Market Strategies) Real Options Logical Incrementalism 5 Forces 7S 	<ul style="list-style-type: none"> Niche Strategy TQM 3Cs A Process of Strategy Commitment Core Competencies 	<ul style="list-style-type: none"> Capabilities Competition Diamond Model Sustainability Strategy Commitment Return on Quality Strategy without DesignCustomer Centric Strategy 	<ul style="list-style-type: none"> Hardball 	<ul style="list-style-type: none"> Competitive Strategy Options & Games Algorithmic Strategy 	
	1950 - 1960	1960 - 1970	1970 - 1980	1980 - 1990	1990 - 2000	2000 - 2010	2010 - 2014	

Source: Adapted by Whitesell & Company, Inc. based on the work of Pankaj Ghemawat, "Competition and Business Strategy in Historical Perspective," Business History Review 76 (37-74); Lawrence Freedman, Strategy: A History (New York: Oxford University Press, 2013); research by the Boston Consulting Group Strategy Institute.

Note: 3Cs, Customers, Competitors, Corporation; 5Ps, Plan, Ploy, Pattern, Position, Perspective; 7S, Strategy, Structure, Systems, Shared Values, Skills, Staff, Style; PEST, Political, Economic, Social, Technological; SWOT, Strengths, Weaknesses, Opportunities, Threats; TQM, total quality management.