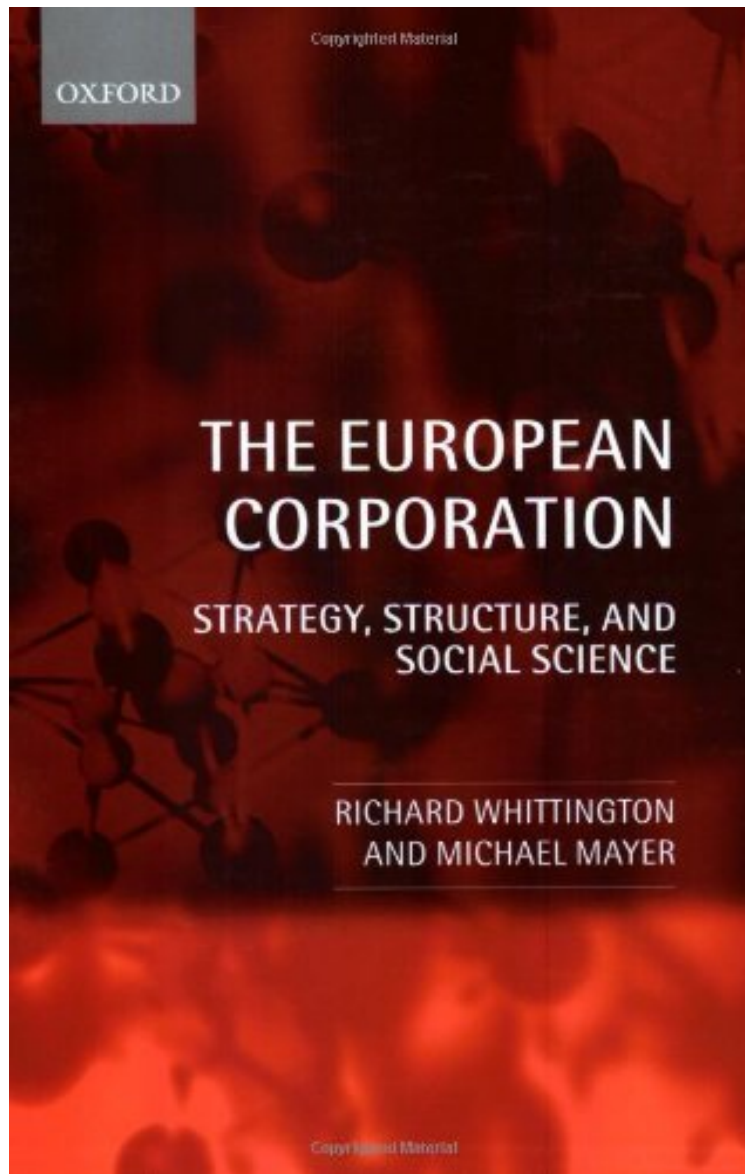


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# The European Corporation: Strategy, Structure, and Social Science

*Richard Whittington, Michael Mayer*

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This book examines the evolving strategies and structure of large European firms in comparative and historical

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"This is the definitive European work on the Harvard (Chandler) model of the strategy and structure of large corporations. After a balanced survey of alternatives and a measured denunciation of the excesses of Chandler's caricatures, Whittington and Mayer comprehensively confront the theory with empirical evidence and unmodishly but convincingly reaffirm the power of the Chandlerian perspective on diversification and divisionalization."--Leslie Hannah, Dean of City University Business School

About the Author Richard Whittington is University Reader in Strategy at the Saïuml;d Business School and Fellow of New College, University of Oxford. He was formerly Lecturer in Organizational Analysis at Imperial College and Reader in Marketing and Strategic Management at the University of Warwick. He is author of 'Corporate Strategies in Recession and Recovery' (Unwin Hyman) and 'What is Strategy- and Does it Matter?' (Routledge), as well as articles in a variety of journals. He is Associate Editor of the British Journal of Management and on the editorial boards of Long Range Planning and Organization Studies. Michael Mayer is a Lecturer in Strategic and International Management at the University of Glasgow. He has published articles in Organization Studies, the European Management Journal, and Industrial and Corporate Change.