

The Evolution of Business Strategy

- Ancient history
- The Middle Ages
- The Industrial Revolution – early
- Transitions in the 19th Century – emergence of the corporate form
- The creation of schools of business
- Early contributors to management theory
- The ascendance of marketing theories
- Theories of the 60's
- Porter's entry in the 70's – and beyond
- The emergence of the Resource-Based View (RBV) in the 90's