



Corporate Strategy: A Feminist Perspective (Routledge Research in Strategic Management)

Angelique Du-Toit

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This book takes a fresh look at corporate strategy, exploring it from a feminist perspective. Challenging male-dominated theory, Corporate Strategy looks at unquestioned assumptions held about strategy in practice and academia, including whether women approach strategy differently from men, and if so, how their approach differs?

Reviewing the histories of strategy and feminism, the book explores the reasons why so few serious works on strategy have been written by women, and investigates the continued lack of women at senior levels within many organizations. Angélique du Toit draws on postmodern arguments to illustrate the claims made for the necessity of diversity within organizations, and challenges the fact that positions of power, both in society and organizations remain the exclusive right of men. Corporate Strategy argues that if an organization is to survive and succeed in the global economy, it has to pay more than lip service to issues surrounding diversity.

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