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³ URL: <http://www.strategy-business.com/article/13986?gko=0bd70> .

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Воспринимают ценность

Потребители

Не воспринимают ценность

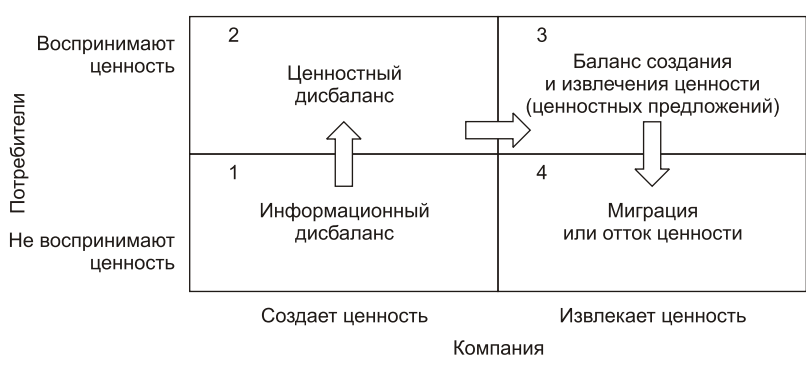
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**VALUE ORIENTATION IN THE CONCEPT
OF STRATEGIC MANAGEMENT:
ANALYZING PRACTICES OF RUSSIAN
HIGH-TECH COMPANIES**

The article suggests a methodical approach to corporate strategic decisions aimed at gap elimination in the processes of creating value for consumers and extracting value for company's stockholders. Within the framework of this approach, we design a strategic value creation/extraction matrix that classifies problematic situations typical for different stages of corporate development and determines adequate ways of value management. Approach verification is based on examining business operations of 40 high-tech companies in Novosibirsk.

Keywords: high-tech companies; value management; strategic alternatives; value creation and value extraction in a company

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