

# **Download Building Strategy From The Middle : Reconceptualizing Strategy Process**

Introduction. Concepts of geopolitics and geostrategy are moving in new directions in the aftermath of the Soviet collapse in 1991 and the antistate “terrorist” attacks on the World Trade Center and the Pentagon on September 11, 2001. Why is it that people follow leaders? We propose in this article that there are at least three motivational grounds for persuading followers to change their organizational behavior: utility, identity, and values. Economics; A Study into Financial Globalization, Economic Growth and (In)Equality / American generosity : who gives and why / American Trypanosomiasis Chagas Disease, Second Edition: One Hundred Years of Research / America’s Challenges in the Greater Middle East: The Obama Administration’s Policies / Applied Surrogate Endpoint Evaluation ... Motivations underscoring offshoring and backshoring are typically investigated as separate entities in the academic literature. This separation undermines a deeper comprehension of the two phenomena, and implicitly denies the conceptualization of backshoring as a possible step of the firm internationalization process.