**Strategy Execution Related Articles**

Guillén, M. F., & García-Canal, E. (2012). Execution as Strategy: how emerging-market multinationals thrive amid turbulence. *Harvard Business Review*, *90*(10), 103-107.

This article is about strategy execution in different environments- in this case, the emerging market context- as we’ve discussed before, much of execution depends on acknowledging what is the immediate and systemic context of the firm.

Martin, R. (2007). How successful leaders think. *Harvard business review*,*85*(6), 60.

This particular article looks at the importance of leadership and understanding of the fit between context and a firm’s business model and strategy execution.

Martin, R. L. (2010). The execution trap. *Harvard Business Review*, *88*(7/8), 64.

The importance of linking formulation and execution (common sense, one would think☺ )

Neilson, G. L., Martin, K. L., & Powers, E. (2008). The secrets to successful strategy execution. *Harvard Business Review*, *86*(6), 60.

Some fundamentals of execution here- we don’t go for structural reorganization first!