AN ABBREVIATED ANNOTATED BIBLIOGRAPHY
H. Igor Ansoff 1918–2002

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Two bibliographies of works of H. Igor Ansoff have appeared in print (Ansoff 1992; Hussey 1999). The latter bibliography attempted to provide additional information to some entries from the former and did not include other entries, without explanation of their omission. The items below may not represent a complete reconstruction of the literature published by Igor Ansoff since much of his work appears to have been in the form of reports and working papers. Henry Mintzberg is reported as having described Ansoff as the ‘father of strategic management’ (Williams 2002) and stated that ‘Igor’s real contribution to the literature . . . is not prescriptive but descriptive, in the concepts he provided to us’ (Mintzberg 1991: 464). For these reasons it is important to record Ansoff’s published works accurately.

The sources for literature are the online catalogues called WorldCat (libraries within the Online Computer Library Center Inc. (OCLC) consortium), COPAC (libraries within the academic consortium, UK), the British Library (BL), the Library of Congress (LC) and other national libraries. The search for journal articles was undertaken using the databases available at the universities in Perth, Western Australia. No non-paper media have been included in this bibliography.

Format

The bibliography is divided into four sections. The first section provides a small number of citations about Igor Ansoff. The second section provides the references which were listed either in Ansoff (1992) or Hussey (1999), listed in chronological order, grouped under topic headings that reflect the major chronological events in the autobiographical essay ‘A profile of intellectual growth’ (Ansoff 1992). In this section annotations have been
added to most of the citations. The third section provides references that do not appear in either published bibliography. In this section are not only a number of journal articles and reports that have not been represented in either of the official bibliographies but also a number of translations of Ansoff’s works. Hussey (1999: 391) indicates that Ansoff (1965) was translated into French in 1968 and Ansoff and McDonnell (1990) was translated into Korean. The author has not been able to find evidence of either of these translations in the world’s library catalogues. All other translations listed in Hussey (1999) have been included in this bibliography. The fourth section is a list of references cited in the annotations to the citations. The annotations provide information regarding availability of items via the major world libraries as of 2006, journal title information where this is warranted and other information believed by the author to be important. In some citations multiple dates are given, separated by commas. This indicates the reprinting of an edition. Different editions are treated as separate citations.

1 H. Igor Ansoff

The Vanderbilt University Archives, Heard Library Annex, lists a Biographical sketch dated 1969 among the Graduate School of Management, Record Group 570 archive. The archive collection at Carnegie Mellon University was not available for online searching in 2006. No other institutional repository appears to have archival information on Igor Ansoff. This does not mean it does not exist. Ansoff Associates International (www.ansoff.com) has a short biography on the website.


2 H. Igor Ansoff: works listed in published bibliographies

H. Igor Ansoff: early scientific research


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY

Cited in Ansoff (1992: 32) without co-author or reference to where the article appeared in the journal.¹


**H. Igor Ansoff: early research work on planning**


According to Hussey (1999) reprinted in Studivant, F. (ed.) (1971) *Managerial Economics*, Glenview, Ill.: Scott Foresman Co. (Book not found in WorldCat or other world repository databases.)


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY


H. Igor Ansoff: the Carnegie-Vanderbilt years 1963–73


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY


A part of the Pelican library of business and management series. Pelican books no. A.932.


Note Ansoff (1992: 34) dated this item as 1969 and as having appeared in the Journal of the PE Consulting Group. According to Hussey (1999) the item was originally published in an ‘inhouse’ newsletter for the PE Consulting Group (London) and was subsequently published in Long Range Planning.

The original publication has not been traced. PE Consulting Group (London) is not the same as PE Consulting Group operating worldwide (but originally based in Germany) at the beginning of the twenty-first century.


Italian translation of Ansoff (1965) Corporate Strategy. A second edition of this translation was published in 1974 by Etas Libri of Milan. (As of 2006 both editions were available in Europe via Biblioteca nazionale centrale di Roma (National Central Library of Rome), Rome.)


Note Ansoff (1992: 34) dated this paper as 1967.


Public Policy Towards Mergers resulted from an Antitrust Policy Seminar conducted at the University of California at Los Angeles in 1968. (As of 2006 book available via WorldCat.)


The publication was sponsored by the Technical Association of the Pulp and Paper Industry and was a project of the Operations Research Committee. The publication was the result of papers which were presented at the 1966 symposium as part of operations research and design of management of the information systems section. (As of 2006 book available via WorldCat.)

According to Ansoff (1992: 34) this item was reprinted in the Journal of Business Policy, 1971, volume 2 issue 1. This could not be confirmed.
AN ABBREVIATED ANNOTATED BIBLIOGRAPHY

Contains two sole author and one multiple author contribution from Ansoff with sixteen other papers or contributions chosen by Ansoff. The contributions are from John Kenneth Galbraith, Herbert Simon and Friedrich August von Hayek and illustrate objectives of a business.
This book contains the first English translation of Ansoff (1968). It is a little difficult to track this paper since the article is described as “H. I. Ansoff ‘Toward a strategic theory of the firm’, Économie Appliquée, in press” (p. 11).
Note: Ansoff (1992: 34) dates this item as 1968. Perspectives of Planning is the published proceedings of an OECD Working Symposium on Long Range Forecasting and Planning held at Bellagio, Italy between October 27 and November 2, 1968. Reprinted as Ansoff and Brandenburg (1971a, b). (As of 2006 book available via WorldCat.)
Cited by Ansoff (1992: 35) but not confirmed. The symposium is listed in the International Federation for Documentation (1969), Yearbook of International Congress Proceedings, The Hague: Union of International Associations but a resulting proceedings is not listed on WorldCat or COPAC.
AN ABBREVIATED ANNOTATED BIBLIOGRAPHY

The exact authorship of this paper has not been checked for this bibliography.


Europe 1973–82

Ansoff, H. I. (1973a) ‘Corporate structure, present, and future’, in Proceedings of the Third International Conference on Corporate Planning, Brussels: European Society of Corporate and Strategic Planners, pp. unknown. The conference was held in Brussels Sept 17–19, 1973. Conference proceedings have not been found in WorldCat or COPAC but were listed in the Yearbook of Published Conference Proceedings published by the International Federation of Documentation.

**AN ABBREVIATED ANNOTATED BIBLIOGRAPHY**

--- (1973c) 'The next twenty years in management education', *The Library Quarterly* 43, 4: 293–328.


--- (1974b) *Strategia Aziendale* (trans. G. Panati), Milano, Italy: Etas Libri. Italian translation of Ansoff (1965) *Corporate Strategy*. This is the second edition of this translation published in Milan. The first was in 1968 by ETAS Kompass. (As of 2006 both editions were available in Europe via Biblioteca nazionale centrale di Roma (National Central Library of Rome), Rome.)


--- (1975b) 'The knowledge professional in the post-industrial era', *Bedrijfskunde* 47: 88–?

--- (1975c) 'La structure de l’entreprise aujourd’hui et demain (première partie)', *Chefs, Revue Suisse du management* 2: pp. unknown

--- (1975d) 'Le concept de gestion stratégique. La résolution des problèmes de management', *Cahiers Africains d’administration Publique* 15: pp. unknown.

--- (1975e) 'Management under discontinuity', in H. I. Ansoff (ed.) *Proceedings at a Conference at INSEAD*, Fontainbleau, France: INSEAD, pp. unknown. This chapter was cited in Ansoff (1992: 36) but not by Hussey (1999). The proceedings do not appear in WorldCat or COPAC.


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY

This chapter is cited in Ansoff (1992: 32) and dated 1972 as part of the Proceedings of the International Conference on Strategic Management. The proceedings were published as Ansoff et al. (1976).


14
AN ABBREVIATED ANNOTATED BIBLIOGRAPHY


—— (1979b) *Aspirations and Culture in Strategic Behavior*, Working Paper 79–12, Brussels, Belgium: European Institute for Advanced Studies in Management. This item is cited in Ansoff (1992: 37) and Hussey (1999: 390). Not found in WorldCat or other world repository databases.


—— (1979e) ‘Strategic business areas’, *Tehokas yritys johtamistoimen ammattilehti*, pp. unknown. This item was cited in Ansoff (1992: 37).


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY

United States International University: 1982–retirement

Includes two chapters ‘Managing discontinuous strategic change’ and ‘Societal strategy for the business firm’ by Ansoff. The work is dedicated to Jan Joele. The book is widely available in national libraries. North-Holland Pub. Co., New York was the distributor for the USA and Canada.


Ansoff, H. I. (1983a) ‘Methoden zur verwirklichung strategischer Anderungen in der Unternehmung’, in Strategishes Management, Teil 1, Wiesbaden, Germany: Gabler. This item was cited by Ansoff (1992: 38) but was dated incorrectly as 1984. The book consists of two papers: the first, by Ansoff, a paper in German on managing discontinuous strategic change and the second paper titled ‘Strategische Planung im Konzern’ by Hans Eberhard Scheffler. This book is number 30 in the series ‘Schriften zur Unternehmensführung’. (As of 2006 available via Deutsche Nationalbibliothek (German National Library).)
• 1991 2a edn (As of 2006 available in Mexico from Universidad Panamericana, Mexico City.)
This apparent reprinting of Ansoff (1965) Corporate Strategy and the revised editions published in the following year (Ansoff 1987a, b) all have a new introduction by Sir John Harvey-Jones. It is not clear whether the text has been changed,
AN ABBREVIATED ANNOTATED BIBLIOGRAPHY

the pagination is different but then new typesetting would account for some of these differences.


This item was cited in Ansoff (1992: 38). Not found in WorldCat or other world repository databases.


(As of 2006 available via WorldCat.)


(As of 2006 book available via WorldCat.)


This is a revised edition of Ansoff (1965) Corporate Strategy. Ansoff was assisted by Edward J. McDonnell. In the USA the title was New Corporate Strategy.


This is a revised edition of Ansoff (1965) Corporate Strategy. Ansoff was assisted by Edward J. McDonnell. In the UK the title was Corporate Strategy.


See also Ansoff (1987 a, b).


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY


This item was cited in Ansoff (1992: 39) but with the editor of the book as Gillman. (As of 2006 book available via WorldCat.)


This item was cited in Ansoff (1992: 39) dated 1992 with the title ‘Empirical proof of paradigmic theory of strategic success behaviors if [sic] environment serving organizations’.


Unmatched citations from previous bibliographies


There is obviously very little information in this citation from Ansoff (1992: 34) but if we assume that Ansoff was working for Stanford Research Institute (SRI) then it may be that the conference, held Oct. 16–18, 1967, San Francisco, available on WorldCat and consisting of photocopies of papers collected and bound locally, may be a possible source for this item. If so the citation should read: Ansoff, H. I. (1967?) ‘Planning at the level of and enterprise in the USA’, in Stanford Research Institute Client Conference (ed.) R&D and Corporate Growth, Menlo Park, Calif.: Stanford Research Institute, Long Range Planning Service, pp. unknown.


This item was cited in Ansoff (1992: 34) but has not been confirmed. Although the series Report of the SRI Long Range Planning Service appears in WorldCat a report for 1967 does not.


This item was cited in Ansoff (1992: 34) but has not been confirmed. I cannot find reference to a journal with this title being published during the 1960s. A search of
WorldCat did reveal that the associated research (Johnson 1967) was occurring at Menlo Park at the same time Ansoff was working for SRI.


This article was cited by both Ansoff (1992: 36) and Hussey (1999: 389) but the author has looked through Vols 1–5 of the journal and was unable to find this article. The only other citation appears in the ISI Social Science Citation Index but only from self-citation by Ansoff.


This item is cited in Ansoff (1992: 36) but has not been confirmed. There appears to be no record of this journal in WorldCat or other databases used.


This item was cited in Ansoff (1992: 38) but has not been confirmed. There appears to be no record of a book with this title by this publisher in WorldCat or other databases used. Note: the national library databases of Brazil, Spain and Portugal were searched for this title in 2006.


This item was cited in Ansoff (1992: 38) but has not been confirmed. There appears to be no record of such an encyclopedia in WorldCat or other databases used. Note: the national library databases of Brazil, Spain and Portugal were searched for this reference book in 2006.


This item was cited in Ansoff (1992: 34) but has not been confirmed and I cannot find reference to this journal. The American Society for Cybernetics (ASC) met regularly in Washington, DC, USA during 1964–74 and held five large conferences during this period. One conference in 1967 on ‘Purposive Systems’ and one in 1968 on ‘Cybernetics and the Management of Large Systems’ would have been perfect for the subject of this paper. The ASC also started a journal in 1968 but it was given the title ASC Communications. The society commenced publishing the Journal of Cybernetics in 1971.


This item was cited in Ansoff (1992: 36). This journal was not found in WorldCat or COPAC nor in the Kungl Biblioteket (National Library of Sweden), Stockholm. Note that the references of Ansoff et al. (1982) indicate that the journal is Marknads-Vetande and that the volume is 4/79.


This item was cited in Ansoff (1992: 37) but has not been confirmed. The book was not found on the German National library database or any other national library catalogue. It does not appear on the de Gruyter catalogue.
3 H. Igor Ansoff: works not listed in published bibliographies

Matched citations from catalogues and other sources


Graduate School of Industrial Administration, Carnegie-Mellon, reprint no. 301. (As of 2006 reprint/pamphlet available via WorldCat.)


There appears to be a 1968 edition of this translation by this publisher but I cannot find a major library that holds the item. This publisher reprinted the translation in the following years

• 1974, 3e éd, Paris (As of 2006 still available via WorldCat. Available in Europe via Bibliothèque nationale de France, Paris.)

• 1976, 4e éd, Suresnes, France (As of 2006 still available via WorldCat. Available in Europe via Bibliothèque nationale de France, Paris.)

• 1981, Boulogne, France (As of 2006 still available via Biblioteca Nacional de Portugal (National Library of Portugal), Lisbon.)

• 1984, Paris (As of 2006 still available via WorldCat.)


In November 1969 Ansoff, Herbert Simon and Rensis Likert attended a seminar in Tokyo sponsored by the Japanese Management Association. The three seminars were published by the Japan Productivity Council as a 254 page book *The Challenge of Change to Management*. The author is unable to find the title of Ansoff’s contribution. (In Japanese. As of 2006 available via National Diet Library, Tokyo.)


Note these two papers were originally published as Ansoff and Brandenburg (1969).
AN ABBREVIATED ANNOTATED BIBLIOGRAPHY

--- (1972) 企業の多角化戦略・産業構造短期大学出版部・In Japanese. A translation by Hirota, Akira to produce a 246-page book on corporate diversification strategy, published by Sangyo Noritsu Tanki Daigaku Shuppanbu, Tokyo. The author cannot locate the original English text. (As of 2006 available via National Diet Library, Tokyo.)


--- (1978b) Strategisk företagsledning (trans. J. Larsson), Stockholm: LiberFörlag. Swedish translation of Ansoff (1979) Strategic Management. It is interesting to note that the translation was published before the English version. This publisher reprinted the translation in the following years
- 1979, 2. tr.
- 1982, 3. tr.

Available from Kungl Biblioteket (National Library of Sweden), Stockholm (all years) and Eesti Rahvusraamatukogu (National Library of Estonia), Talinn (1979)


This item is not cited by Ansoff (1992) or Hussey (1999) but the citation is found on the Institut des Sciences Mathématiques et Économiques Appliquées website
**AN ABBREVIATED ANNOTATED BIBLIOGRAPHY**


This item is not cited by Ansoff (1992) or Hussey (1999) but the citation is found on the Institut des Sciences Mathématiques et Économiques Appliquées website (www.ismea.org) *Economies et Sociétés, Présentation de la série Sciences et Gestion, Management Stratégique, Numéro 1 (Avril-Juin 1979).


22
AN ABBREVIATED ANNOTATED BIBLIOGRAPHY


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY


Spanish translation of Ansoff (1990) *Implanting Strategic Management*. In 1998 the same publisher published a version in Mexico. (As of 2006 both versions available via WorldCat. The Mexican publication available in Mexico from Universidad Panamericana, Mexico City.)

(As of 2006 available via WorldCat.)

The publisher is the People’s University Press, Beijing. It is not clear which of Ansoff’s publication this is a translation of. (As of 2006 available via WorldCat.)

Unmatched citations from other sources
This citation can be found on the WWW and comes complete with an ISBN of 0-471-97491-9 but the item does not appear in WorldCat, LC or BL. It appears that this book was not produced by Wiley.

This citation can be found on the WWW but the item does not appear in WorldCat, LC or BL. The book is published by a print on demand publisher and has not been placed in LC as part of legal deposit.

This citation can be found on the WWW but the item does not appear in WorldCat, LC or BL. The book is published by a print on demand publisher and has not been placed in LC as part of legal deposit.

This citation can be found on the WWW and comes complete with an ISBN of 1-419-61178-X but the item does not appear in WorldCat, LC or BL. There are
4 References


AN ABBREVIATED ANNOTATED BIBLIOGRAPHY


Notes

1 The librarians at Brown University, Rhode Island, USA were extremely helpful in finding the correct bibliographic citation of this article for me.

2 Management Technology (ISSN 0542-4917) was published from 1960–64 before being absorbed into Management Science (ISSN 0025-1909). The journal is available via JStor.

3 The Journal of Business Policy ran from the northern Autumn, 1970–73 (ISSN 0021 9479) and was subsumed into the Journal of General Management (ISSN 0306 3070) from late 1973.

4 Tijdschrift voor Efficiënt Directiebeleid (ISSN unknown) published by the Netherlands Institute for Efficiency, The Hague, is available in the USA via WorldCat, its longest run from Michigan State University, and can also be accessed in The Netherlands and South Africa.

5 Bedrijfskunde (ISSN 0165 0971) is available for 1975 from the Library of Congress, Washington DC. It has not been published since the second quarter 2003.

6 There are two journals with the same name published in French, one from Lausanne by the Centre romand de Promotion du Management (ISSN 0009-2177) which ran from 1939 to 1982 and the other published in Genève by the Association d’Organisation Scientifique du Travail which ran from 1947 to 1982, ISSN unknown. The former journal is available in part via WorldCat from Montreux, the latter from Northern Illinois University and is also available from the Bibliothèque nationale de France.

7 Cahiers Africains d’administration Publique or African Administrative Studies (ISSN 0007-9588) published twice yearly.

8 Tehokas yritys johtamistoimen ammatilehti (ISSN 0356-5327) was a monthly periodical which ran from 1975 to 1980. It is available via Worldcat and Kansalliskirjasto (The National Library of Finland), Helsingin Yliopisto.

9 Harvard Business Manager is a German serial publication published in Hamburg by Manager Magazine and is the German edition of Harvard Business Review. The preceding title of the journal was Harvard Manager. Available via WorldCat.

10 Sinergia (ISSN unknown) is an irregular publication of Universidade do Rio Grande. Departamento de Ciencias Economicas, Administrativas e Contabeis, which commenced publication in 1985. According to the Biblioteca Nacional do Brasil (National Library of Brazil), Rio de Janeiro, Brazil, publication was suspended between 1986–1987 and 1989–1991. Note: there is a science fiction periodical published from Buenos Aires in the 1980s also with this title.

11 International Management Development Review (ISSN 0266-7908) is an annual UK publication available via BL.

12 International Review of Strategic Management (ISSN 1047-9718) is an annual serial which ran from 1990 to 1995 published by Wiley. The individual volumes were often given titles and treated as compilations and provided with individual ISBNs.

13 Enseignement et Gestion was published in Paris from 1971 to 1985 for Fondation nationale pour l’enseignement de la gestion des entreprises as individual numbers (ISSN 0765-7579). This journal is available from the Bibliothèque nationale de France. From 1986 the journal became Formation et Gestion and then Revue française de Gestion.