

Each summary should state the business-level strategy the company has pursued (e.g., cost leadership, differentiation or focus), as well as its corporate-level strategy. Explain whether you think the company's strategy is effective. 1 & 1/2 pages

PLEASE SEE ATTACHMENT TO COMPLETE ASSIGNMENT

<http://www.chegg.com/homework-help/questions-and-answers/ikea-2013-furniture-retailer-world-question-would-characterize-organizational-culture-mana-q12115459>