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This second edition of the handbook confirms the strong enthusiasm for the generation of new ideas about the way practitioners are doing their strategy work. Strategy-as-practice research focuses on the micro-level social activities, processes and practices that characterize organizational strategy and strategizing.

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This chapter introduces activity theory as an approach for studying strategy as practice.

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Strategy as Practice can be regarded as an alternative to the mainstream strategy research via its attempt to shift attention away from merely a focus on the effects of strategies on performance alone to a more comprehensive, in-depth analysis of what actually takes place in strategic planning, strategy implementation and other activities that deal with strategy.

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Summary Given the broad interest of strategy-as-practice scholars in the situated emergence of strategy from the actual actions, choices, cognitions, language and emotions of actors within organizations, it is inevitable that the literature has intersected with the sensemaking literature that has emerged around Karl Weick's work.

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Epistemological alternatives for researching strategy as ...

Simultaneously, strategy-as-practice scholars have begun to look beyond the intra-organizational activities that have traditionally preoccupied them and to work at their stronger contextualization in the broader social orders that have been the hallmark of institutional research (Vaara and Whittington 2012; Whittington, in this volume).

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