

University of Vaasa

Department of Management and Organization



LEADEC TEAM

MBTI SERIES 19

TIINA GALLÉN:

The cognitive style and strategic thinking. 1999.

Published in: Proceedings of the Leadership and Myers-Briggs Type Indicator,
April 1315, Washington DC, USA, 1999.

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Summary

The relationship between cognitive style and strategy type is studied on the theoretical basis. Theoretical review is extended by presenting some preliminary analysis of the data collected from the spa industry. It seems that some support for the idea of personality-strategy relationship can be found but however, thorough qualitative analysis is needed.