**Chapter 7**

**The Miles & Snow Typology**

Dr. Charles Snow explains the logic underpinning the Miles & Snow typology.

*Use with:* <http://www.youtube.com/watch?v=4V5uRvtdf3s> (5:59)

1. What three organizational problems does the Miles & Snow business strategy typology seek to address?
2. Describe the four generic strategies inherent in the typology.
3. Why do some businesses become reactors?
4. Is the Miles & Snow typology still useful today?