Modern day business (Black & White Strategy)

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As I'm following my business studies, I'm more and more convinced that business studies are pretty much marketing.
I've been recently introduced to a **Business Strategy** called **The Black & White strategy**

One of my tasks was to incorporate that strategy to one of my business projects.

Let me tell you in short what do they refer as **Black & White Strategy**

They decided to call the option for a solution to a problem which will be either to act or not to act, to say "yes" or "no" for a certain decision is a strategy.

"Yes" or "No" a strategy ... eerr what? where? how?
Immediately after I was introduced to the "innovative" concept I googled online to see if there is somewhere some kind of official definition for the black & white strategy.
Well you can guess, I couldn't find anything as an official definition of a Black & White strategy.
In the mean time the concept of black and white and the simplicity involved is something really worthy, but come on "how can you call it a strategy?".

Let's suppose I've been asked, do you want to eat and I answer with a "yes", then according to this black & white strategy thing I made a strategic choice because I won't be hungry for another 6-8 hours? What the crack of bullshit thinking is that? Is it a thinking at all?

I leave you to decide on that, it made me laugh out loud seriously ! :)
Anyways my attempt to find an official definition for the coined term of *Black & White strategy* walked me to this interesting article is under the very same name (Black and White Strategy)
The article explains how minimilastic approach towards problems and corporation structure is the most efficient one and how it worked well for a few of our well known global companies like General Electric (GA) and Wal-Mart.

From the article I just extracted one I would say very fabulous saying:

"People always overestimate how complex business is. This isn't rocket science; we've chosen one of the world'ss more simple professions."

- Jack Welch