

Strategic Management 15th Edition

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Strategic Management (color) 2020-08-18

Strategic Management (2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and internal analyses.

Strategic Management - Richard Lynch 2021-04-07

The 9th edition of this comprehensive core textbook builds on its global perspective and approachable written style, as it explores the key concepts within a clear and logical structure. Lynch guides you through 19 chapters, with updated case studies and pedagogy that support the modern business and management student from start to finish. Continuous contrast between prescriptive and emergent views of strategy highlights key debates within the discipline, whilst an emphasis on the practical throughout the book helps you turn theory into practice

Strategic Management in the Arts - Lidia Varbanova 2013-01-03

Strategic Management in the Arts looks at the unique characteristics of organisations in the arts and culture sector and shows readers how to tailor a strategic plan to help these diverse organizations meet their objectives. Strategic management is an essential element that drives an organisation's success, yet many cultural organizations have yet to apply strategic thinking and entrepreneurial actions within the management function. Varbanova reviews the existing theories and models of strategic management and then relates these specifically to cultural organisations. Also included are sections on entrepreneurship and innovations in the arts, considering the concept of a 'learning organisation' - an organisation able to adapt its strategy within a constantly changing, complex environment. The book is structured to walk the reader through each element of the strategic plan systematically. With a fresh approach, key questions, examples, international cases to connect theory with practice and suggestions for further reading, this book is designed to accompany classes on strategic planning, cultural management or arts management.

Global Strategic Management - Gerardo R. Ungson 2014-12-18

International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy. To succeed in this challenging environment, firms need a well-developed capability for sound strategic decisions. This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success. It is designed to help readers achieve three essential objectives. First, it provides intellectual and practical guidelines for readers to execute goals and strategies that lead to meaningful and productive results. The book is packed with frameworks, cases, anchoring exercises, techniques, and tools to help readers emerge with a completed business plan after the last chapter. Second, it focuses on strategy and how firms build competitive presence and advantages in a global context. A primary learning objective is to enable readers

to understand and evaluate the major issues in strategy formulation and implementation in a global context. Third, it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective. It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad. In addition to core issues, each chapter presents frameworks, analytical tools, action-oriented items, and a real-world case - all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context.

Strategic Management - John A. Pearce 2013

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout Strategic Management, 13e. This thirteenth edition of Strategic Management has a refined message and a new subtitle: Planning for Domestic & Global Competition. This new edition is specially designed to accommodate the needs of strategy students worldwide in our fast-changing twenty-first century. The authors complement the focus on strategic planning for success within U.S. borders with unprecedented attention on how U.S. firms can leverage their domestic success by forming international partnerships and can achieve international success by becoming actively involved in global trade. These are exciting times, and they are reflected in this book. The new edition includes NEW or revised chapter material, 30 NEW cases, and dozens of NEW illustrations.

Concepts in Strategic Management - Thomas L. Wheelen 2005

This comprehensive text offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps students develop an understanding of the wide range of theories and research available in this field-from competitive strategy and industry analysis to environmental trends and ethics. Integration of international, as well as specifically Canadian, issues and examples throughout provides an essential understanding of both Canadian global economics and its impact on business activities in any location.

Strategic Management - Mason Carpenter 2013

For undergraduate and MBA strategic management or business policy courses. This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives.

Strategic Social Media Management - Karen E. Sutherland 2020-12-21

This textbook provides a lively introduction to the fast-paced and multi-faceted discipline of social media management with international examples and perspectives. Aside from focusing on practical application of marketing strategy, the textbook also takes students through the process of strategy development, ethical and accurate content curation, and strategy implementation, through detailed explanations of content creation. Combining theory and practice, Strategic Social Media Management teaches students how to take a strategic approach to social media from an organisational and business perspective, and how to measure results. Richly supported by robust and engaging pedagogy and cases in each chapter, it integrates perspectives from public relations, marketing and advertising, and examines key topics such as risk, ethics, privacy, consent, copyright issues, and crises management. It also provides dedicated coverage of content strategy and campaign planning and execution. Reflecting the demands of contemporary practice, advice on self-care for social media management is also offered, helping to protect people in this emerging

profession from the negativity that they can experience online when managing an organisation's social media presence. After reading this textbook, students will be able to develop a social media strategy, curate accurate and relevant content, and create engaging social media content that tells compelling stories, connects with target audiences and supports strategic goals and objectives. This is an ideal textbook for students studying social media strategy, marketing and management at undergraduate level. It will also be essential reading for marketing, public relations, advertising and communications professionals looking to hone their social media skills and strategies.

Concepts in Strategic Management and Business Policy - Thomas L. Wheelen 2017-01-03

For courses in Strategic Management and Business Policy. Utilize a Strategic Management Model to learn and apply key concepts through cases Picking up where the popular previous editions left off, Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation, and sustainability. Throughout, the authors equip readers with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford offer a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on Global Strategy. Also available with Pearson MyLab(tm) Management MyLab Management is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyLab does not come packaged with this content.

Students, if interested in purchasing this title with MyLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab, search for: 0134619382 / 9780134619385 Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability Plus MyManagementLab with Pearson eText -- Access Card Package Package consists of: 013452215X / 9780134522159 Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability 0134527917 / 9780134527918 MyManagementLab with Pearson eText -- Access Card -- for Strategic Management and Business Policy: Globalization, Innovation and Sustainability

Strategic Management and Business Analysis - Dave Williamson 2013-05-13

Strategic Business Analysis shows students how to carry out a strategic analysis of a business, with clear guidelines on where and how to apply the core strategic techniques and models that are the integral tools of strategic management. The authors identify the key questions in strategic analysis and provide an understandable framework for answering these questions. Several case studies are used to focus understanding and enable a more thorough analysis of the concepts and issues, especially useful for students involved with case study analysis. Accompanying the text is a CD-Rom containing the models, tutorial guidance, and a PowerPoint presentation. A blank template is provided for each model, enabling students to actively interact and enter their own data - an effective 'what if...' facility. This will enable students to appreciate the limitations as well as the advantages of the strategic models.

Strategic Management - Garth Saloner 2005-12-09

This book is written for current and future general managers who have or will have overall responsibility for a business. The authors provide a set of frameworks, tools, and concepts to build this capability. The goal of the book is to provide insights into organizations and strategy that will help general managers make strategic thinking in their firms pervasive, effective, and rewarding.

STRATEGIC FINANCIAL MANAGEMENT, SECOND EDITION - SOFAT, RAJNI 2015-10-28

The Second Edition of the book encompasses two new chapters—Strategic Cost Management and Business Ethics—A Strategic Financial Management Instrument. The book, being an augmented version of the previous edition, equips the young managers with the fundamentals and basics of strategic management and financial management in a cogent manner. The text now provides a better orientation to the students on the topics like corporate restructuring, divestitures, acquisitions, and mergers in the global context with the help of examples and caselets. The book has been revised keeping in view the requirements of

postgraduate students of management and the students pursuing professional courses such as CA, MFC and CS. In addition, professionals working in the corporate sector may also find the book beneficial to integrate the financial management functions into business strategy and financial operations. Distinctive features • Model question papers have been appended at the end of the book. • Better justification of topics by merging the contents wherever required. • Theory supported with caselets inspired from global as well as Indian context.

Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition by Pearson - Thomas L. Wheelen

Concepts in Strategic Management and Business Policy, 15e, has continued to develop around three key themes—globalization, innovation, and sustainability— which was introduced in the previous edition. In the current order of things around the world, these

Strategic Management - John A. Parnell 2013-01-15

In Strategic Management: Theory and Practice, Fourth Edition, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from The Wall Street Journal and Financial Times, illustrate the key role of strategic management in the United States and around the world.

Strategic Management - Fred R. David 2014-01-08

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience—for you and your students. Here's how: Personalize Learning with MyManagementLab: Inspire the exchange of new ideas and foster intriguing discussions with the abundant resources found in MyManagementLab. Guide Student's Learning: Proven pedagogy, exercise sets, and end-of-chapter material are all geared towards ensuring students grasp the concepts. Show Concepts in Action: 29 new case studies have been added to this edition to maximize effectiveness in applying strategic management through case analysis. Note: You are purchasing a standalone product; MyLab does not come packaged with this content. If you would like to purchase both the physical text and MyLab search for ISBN-10: 0133768767/ISBN-13: 9780133768763. That package includes ISBN-10: 0133444791/ISBN-13: 9780133444797 and ISBN-10: 0133451836/ISBN-13: 9780133451832. MyLab is not a self-paced technology and should only be purchased when required by an instructor.

From Strategic Planning to Strategic Management Igor Ansoff 1976

Strategic Marketing Management - Richard M.S. Wilson 2012-08-06

This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject. Its step-by-step approach provides comprehensive coverage of the five key strategic stages: * Where are we now? - Strategic and marketing analysis * Where do we want to be? - Strategic direction and strategy formulation * How might we get there? - Strategic choice * Which way is best? - Strategic evaluation * How can we ensure arrival? - Strategic implementation and control This new revised and updated third edition has completely new chapters on 'The Nature and Role of Competitive Advantage' and 'The Strategic Management of the Expanded Marketing Mix', and extensive new material covering: * The changing role of marketing * Approaches to analysing marketing capability * E-marketing * Branding * Customer

relationship management * Relationship management myopia * The decline of loyalty The book retains the key features that make it essential reading for all those studying the management of marketing - a strong emphasis on implementation, up to date mini cases, and questions and summaries in each chapter to reinforce key points. Widely known as the most authoritative, successful and influential text in the sector, the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing, and students of the CIM Diploma.

Strategic Management - Peter L. Wright 1998

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

Strategic Management and Business Policy - Thomas L. Wheelen 1998-01

This text provides the Strategic Management and Business Policy student with a presentation of traditional and new strategic management topics. These topics include: corporate governance, hypercompetition, competitive strategy, outsourcing, mass customization, technology, international issues, environmental trends and ethics.

Strategic Management (Text and Cases) - Gupta C.B. 2016

Gives chapter outline to indicate the topics covered in each chapter. Provides diagrams and tables to illustrate the text. Includes examples from Indian organisations. Incorporates chapter-end summary for quick recapitulation. Gives test questions culled from MBA, M.Com and BBA examinations Includes case studies at the end of every chapter. This textbook is designed for the students of MBA and M.Com. Besides, it will also be useful to the students of MHROD, MIB and MBE. Students of postgraduate diploma in global business operations, chartered accountancy and BBA will also find this book useful.

Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Global Edition - Thomas L. Wheelen 2017-10-16

For courses in Strategic Management and Business Policy. Utilize a strategic management model to learn and apply key concepts through cases Picking up where the popular previous editions left off, *Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition* further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation, and sustainability. Throughout, the authors equip students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford bring a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on Global Strategy, along with new vignettes and comprehensive, real-world case studies. Pearson MyLab™ Management not included. Students, if Pearson MyLab Management is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. Pearson MyLab Management should only be purchased when required by an instructor. Instructors, contact your Pearson rep for more information. Pearson MyLab Management is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

Strategic Planning - Dan R. Ebener 2015

A clear, concise textbook on strategic planning using an interactive process from a leadership perspective that covers business, not-for-profits, and public entities.

Some Things are Never Forgiven - Chuck Bamford 2013-01-29

The Tale of Edison Andrews - A SEER I am apparently a very slow learner or I was so as a child. My mother used to like to tell stories about how I would ask why the color of people's eyes were changing so much. With much laughter, or fury, or exasperation, or downright anger depending upon her mood, my mother would say that I saw things that simply were not there. My mother was wrong on this one. I did see eyes change and knowing how that change worked gave me an advantage in my life. My 'gift' was turned against me and against those I loved when I was an adult, costing me everything that was dear to me. Revenge may be sweetest when cold, but I believe revenge must be exacted! Some things are never forgiven.

Contemporary Strategy Analysis Text Only - Robert M. Grant 2014-09-23

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes

an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations.

Contemporary Strategy Analysis, 8th Edition, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world.

Business Policy and Strategic Management - Senthilkumar S./ Durai, Marutha M./ Sharmila A. & Poornima J. 2014

Business Policy 1 - 15 2. Strategy And Strategic Management 16 - 42 3. Competitive Advantage And Strategies 43 - 70 4. Business Environment 71 - 101 5. Strategic Planning 102 - 120 6. The Strategy Hierarchy Or Level Of Strategy 121 - 235 7. Stakeholder, Corporate Governance And Csr, Leader 236 - 270 8. Strategic Change, Decision Making And Formulation 271 - 315 9. Strategic Control And Evaluation 316 - 343 10. Strategy Implementation 344 - 406

Strategic Management and Competitive Advantage: Concept and Cases, eBook, Global Edition - William Hesterly 2015-02-27

For courses in strategy and strategic management. Core strategic management concepts without the excess. Just the essentials, *Strategic Management and Competitive Advantage* strips out excess by only presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. Please note that the product you are purchasing does not include MyManagementLabLab. MyManagementLabLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyManagementLabLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyManagementLabLab to accelerate your learning? You need both an access card and a course ID to access MyManagementLabLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyManagementLabLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyManagementLabLab (ISBN:9781292060378) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to www.mymanagementlab.com to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit www.pearsoned.co.uk/replocator

Concepts of Strategic Management - Fred R. David 1995

A component of *Strategic Management* by the same author, this text focuses on the study of concepts involved in strategic management. It incorporates three themes: globalization, the natural environment and technology, and presents concepts in strategy formulation, implementation and evaluation.

Strategic Management - Forest R. David 2014-07-16

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. *Strategic Management* captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of-chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class,

quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

Understanding Strategic Management Anthony Henry 2021

Understanding Strategic Management is the ideal introduction to strategy for students who require a concise, informative and practical approach. The book's four-part structure defines the concept of strategy, before using the overarching strategic framework of analysis, formulation, and implementation to show how strategy can be used to develop a sustainable competitive advantage in business. The author conveys the realities of strategic management through diverse, international and contemporary examples, while Strategy in Focus boxes use examples from popular media to show strategic management issues at work in the headlines we read every day. A longer, integrated case study in every chapter ties together multiple strategic challenges that affect businesses large and small, public and private. Review and discussion questions then encourage students to be critical of the material and juxtapose alternative concepts and frameworks to evaluate their strengths and weaknesses. Students may extend their learning with additional material available as part of the online resources. Written by the author to build seamlessly on the book, Extension Material is signposted from every chapter, providing further depth on a specific topic where required. Multiple choice questions are also signposted at the end of every chapter, encouraging students to test their knowledge and understanding. The rounded approach, extensive examples, and additional resources make this book a balanced and accessible introduction for students taking their first steps into strategic management. The ebook offers a mobile experience and convenient access:

www.oxfordtextbooks.co.uk/ebooks

The online resources include: For students: Internet

exercises Glossary Extension material Working through strategy Multiple-choice questions Additional recommended resources For lecturers: Bank of additional case studies Additional discussion questions and prompts Test bank Further case material Answers to discussion questions PowerPoint slides Figures and tables from the book

Training in Interpersonal Skills Stephen P. Robbins 1996

The only book available devoted exclusively to the development of interpersonal skills, this completely self-contained program provides an action-oriented approach in which readers actually practice skills behavior. Centered around twelve key interpersonal skills and discussion of the concepts underlying each skill. Contains skills modules on coaching, team building, negotiation, interviewing, and empowering people. Organizes chapters around the ten-step TIPS learning model based on social-learning theory.

Principles of Management Openstax 2022-03-25

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame

Strategic Management: From Theory to Implementation David E. Hussey 2007-06-01

A major textbook on strategic management which not only deals fully with the theoretical aspects of corporate planning, but also provides practical guidance on implementation. Now completely revised and updated this book is particularly suitable for the student or manager who needs to relate strategic thinking to current practice. The format has been enlarged and the interior of the book re-designed. The fourth edition treats both analytical and behavioural aspects of planning in depth. Strategic analysis is covered in particular detail, with examples reporting proven - and often original - applications of these theories. Six

major case studies have been added to illustrate the application of strategic management theory in practice and a chapter discusses the impact of new approaches to strategy. With comprehensive reference lists, and a guide to research resources, this volume will prove invaluable to researchers and advanced students as well as to the practising manager. A lecturer's resource is available on the BH website which contains a Powerpoint presentation, additional case studies and notes and exercises for seminar use. Details are available by emailing bhmarketing@repp.co.uk 'a highly commendable piece of work, a true compendium for the practitioner and student of planning.' - Journal of Strategic Change (review of the third edition) Strategic Management Control - Fredrik Nilsson 2020-06-30

Strategic management control differs from traditional management control in several important respects. First, it supports both strategy formulation and strategy implementation. Second, it is to a large extent based on non-financial information. Third, it deals with both the long and short term and supports not only tactical, but also strategic and operational decision-making. Fourth, and perhaps most importantly, strategic management control is designed for, and adapted to, each organisation's unique strategies. In this context, the book emphasises the importance of dialogues. The authors argue that it is unwise to assume that decisions taken at the top of the organisation will automatically be executed and obeyed throughout the organisation. Instead, they highlight the importance of dialogue and collaboration, both between hierarchical levels within the organisation and between actors in the network. Such communication is essential to making management control processes both strategic and successful. The book follows a clear structure, from the design of strategies to the everyday evaluation and discussion of performance and results. Though primarily intended for professionals working in strategy and management control at organisations, it will also benefit students and academics interested in strategy and management control. Strategic Management - Jeffrey H. Dyer 2017-10-16

Strategic Management delivers an insightful and concise introduction to strategic management concepts utilizing a strong mix of real-world contemporary examples. Written in a conversational style, this product sparks ideas, fuels creative thinking and discussion, while engaging students with the concepts they are studying.

Strategic Management - Richard Robinson 2014-03-06

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout Strategic Management, 14e. The fourteenth edition of Strategic Management continues to increase the emphasis on planning for domestic and global competition in a global economy that is integral to strategic decision in even the smallest business or organisation on Main Street - in any town worldwide every day. It is specially designed to accommodate the needs of strategy students worldwide in our fast-changing twenty-first century.

Strategic Management - Frank T. Rothärmel 2013

Combining quality and user-friendliness with rigor and relevance, Frank T. Rothärmel synthesizes theory, empirical research, and practical applications in a breakthrough new text designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. This new textbook, written with a single, strong voice, weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage. OneBook...OneVoice...OneVision

Strategic Management for Tourism, Hospitality and Events Nigel Evans 2015-01-30

Strategic Management for Tourism, Hospitality and Events is the must-have text for students approaching this subject for the first time. It introduces students to fundamental strategic management principles in a Tourism, Hospitality and Events context and brings theory to life by integrating a host of industry-based case studies and examples throughout. Among the new features and topics included in this edition are: Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy New international Tourism, Hospitality and Events case studies from both SME's and large-scale businesses are integrated throughout to show applications of strategic management theory, such as objectives, products and markets and strategic implementation. Longer combined sector case studies are also included at the end of the book for seminar work. New content on emerging strategic issues affecting the tourism, hospitality and events industries, such as innovation, employment, culture and

sustainability Web Support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies, additional exercises, case studies and video links for students. This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students' learning and understanding. This book is an essential resource to Tourism, Hospitality and Events students.

Principles of Strategic Management - Tony Morden 2016-04-15

Now published in its Third Edition, Principles of Strategic Management by Tony Morden is a proven textbook that offers a comprehensive introduction to the study and practice of strategic management. This new edition covers the fundamentals of strategic analysis and planning, strategy formulation, strategic choice, and strategy implementation. It contains new material on leadership and corporate governance, and on the strategic management of time, risk, and performance. There is a new chapter on the key issue of crisis and business continuity management. The book retains the strong international flavour of its predecessors. The book is constructed in sharply focused Parts and Chapters. The text is then broken down into accessible Sections. The presentation is clear and reader-friendly. Principles of Strategic Management is ideal for use on undergraduate, conversion masters, and MBA courses in business and management. Its reader-friendly approach also makes it suitable for block-release type courses, distance-learning programmes, self-directed study, in-company training, and continuing personal professional development.

Strategic Management for Travel and Tourism Nigel Evans 2012-04-27

Strategic Management for Travel and Tourism is the must-have text for students studying travel and tourism. It brings theory to life by using industry-based case studies, and in doing so, 'speaks the language'

of the Travel and Tourism student. Among the new features and topics included in this edition are: * international case studies from large-scale businesses such as Airtours, MyTravel and South West Airlines * user-friendly applications of strategic management theory, such as objectives, products and markets and strategic implementation, together with illustrative case studies, and longer case studies for seminar work and summaries * contemporary strategic issues affecting travel and tourism organizations, such as vertical integration and strategic alliances Strategic Management for Travel and Tourism is a well-rounded book, ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism.

Essentials of Strategic Management - Charles W. L. Hill 2011-04-19

Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.