



Essentials of Strategic Management

By Dimitrios Koufopoulos, Martyn R. Pitt

Sage Publications Ltd, United Kingdom, 2012. Paperback. Book Condition: New. 228 x 186 mm. Language: English . Brand New Book. Built on the belief that strategic management principles are more straightforward than they seem, this exciting textbook does not overcomplicate the discussion with enigmatic layers of theory or irrelevant perspectives from other disciplines. Instead you will find focused, clearly articulated coverage of the key topics of strategic management, encouraging critical reflection and deeper exploration on your own terms. Fully developed to cover the essentials of any strategic management course, this textbook not only creates understanding of the principles of strategy, but shows you how to apply them constructively in the face of real-world practicalities. Throughout the text, these principles are put into context with illustrations and examples drawn from all over the world and from all kinds of organization - from Shell, Airbus and Tesco to small and non-profit enterprises. With an emphasis on topical, distinctive and engaging features, this text offers: - Over 120 short, topical case studies drawn from every type of organization across more than 20 countries, written especially for this book and supplemented with questions and tasks. - Worksheets for strategy analysis that can be used...



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