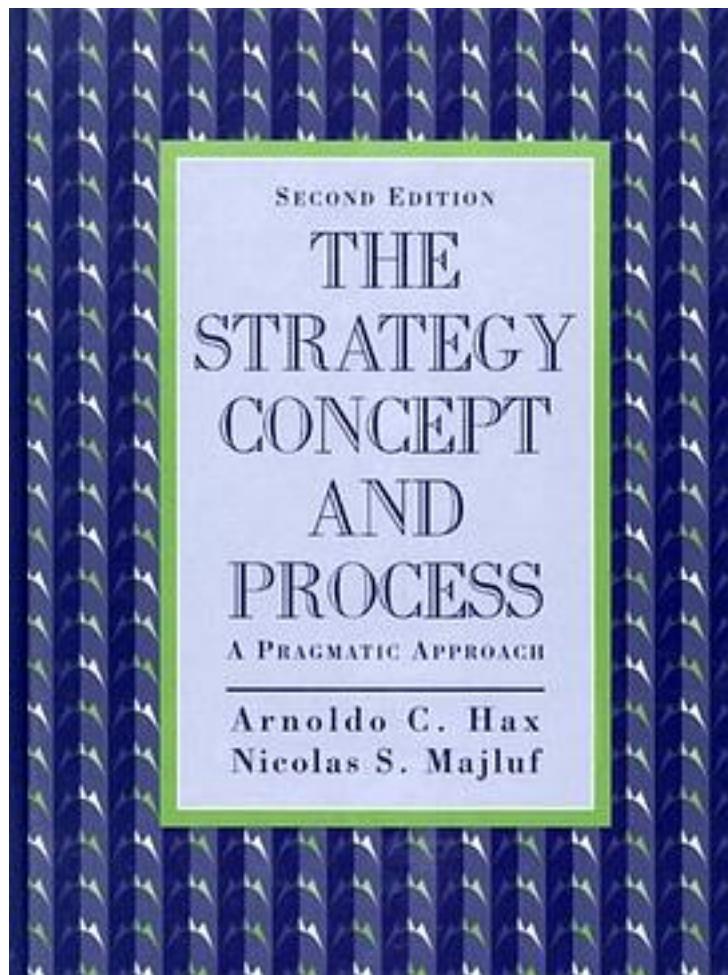


Strategy Concept and Process



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This work offers a pragmatic approach to strategic management, offering practising managers and business students a disciplined process that facilitates the formulation

and implementation of strategy. It provides an integrated, explicit approach to strategy formulation and includes three new chapters covering economic evaluation of strategy, corporate environmental scanning, and technology strategy. Proctor & Gamble are used as a running case throughout the text. Other real world examples include NKK and Merck.

作者介绍:

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