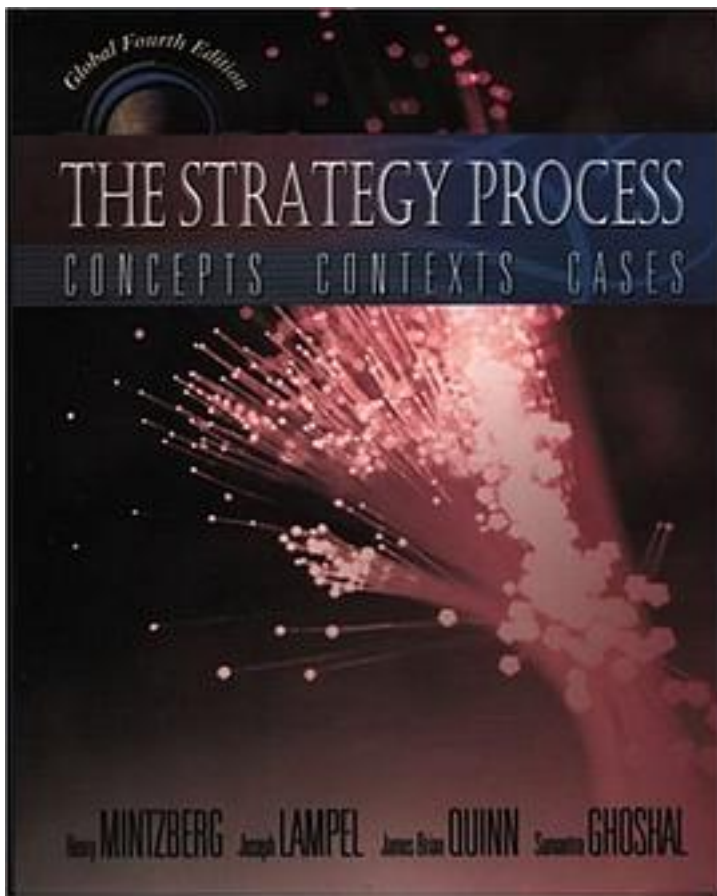


The Strategy Process



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Strategic Management at all levels. Also courses in strategic marketing, organization theory, decision theory, public administration, and political science departments.

Breaking away from the traditional formulation, - implementation approach that dominates strategy textbooks, this text sees strategy analysis as taking place in a wider organizational and managerial context. This Global edition retains the basic readings and cases approach of the US and European editions and now introduces a truly international perspective to present an up-to-date look at how actual companies act strategically and the research driving them.

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书评

今天，在西南风书屋看到这本书。书名很吸引，并且略微翻了一下，发现一些说理方法似乎也是自己必须去掌握的。

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