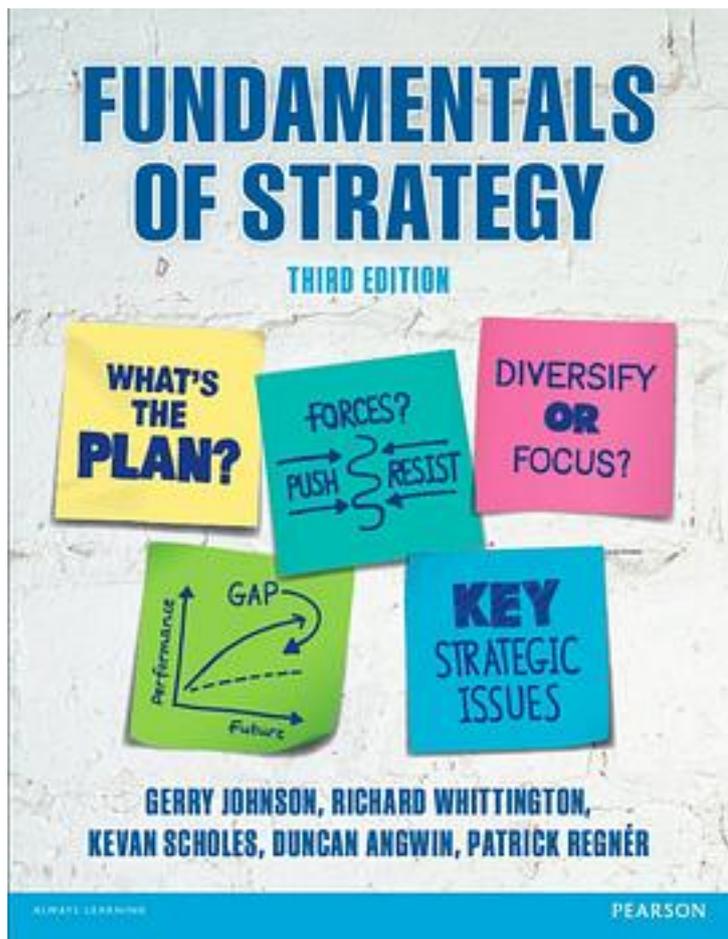


Fundamentals of Strategy



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Strategy is a crucial subject. It's about the overall direction of all kinds of organisations, from multinationals to entrepreneurial start-ups, from charities to government agencies, and many more. Strategy raises the big questions about these

organisations – how they grow, how they innovate and how they change. As a manager of today or of tomorrow, you will be involved in shaping, implementing or communicating these strategies.

Our aim in writing *Fundamentals of Strategy* is to give you a clear understanding of the fundamental issues and techniques of strategy, and to help you get a great final result in your course. Here's how you might make the most of the text:

- Focus your time and attention on the fundamental areas of strategy in just 10 carefully selected chapters.
- Read the illustrations and the case examples to clarify your understanding of how the concepts of strategy

translate into an easily recognisable, real-world context.

- Follow up on the recommended key readings at the end of each chapter. They're specially selected as accessible and valuable sources that will enhance your learning and give you an extra edge in your course work.

Fundamentals of Strategy is available with MyStrategyLab, and you can register at www.mystrategylab.com* to find essential student learning material including:

- A personalised study plan based on feedback that identifies your strengths and weaknesses, then recommends a tailored set of resources that will help to develop your understanding of strategy.
- Video resources, including author videos on key concepts and case studies that put a spotlight on strategy in practice.

Also available is:

- The Strategy Experience Simulation, which gives you practical hands-on experience of strategic decision-making in organisations. As a Director of the Board, you must deal with opportunities as they arise, and your decisions will affect the company's performance. Choose wisely!

We want *Fundamentals of Strategy* to give you what you need: a clear and concise view of the subject, an ambition to put that into practice, and – of course – success in your studies. We hope that you'll be just as intrigued by the key issues of strategy as we are!

So, read on and good luck!

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Gerry Johnson, BA, PhD, is Emeritus Professor of Strategic Management at Lancaster University School of Management. He has also taught at Strathclyde Business School, Cranfield School of Management, Manchester Business School and Aston University. He is the author of numerous books and his research has been published in many of the world's foremost management journals. He is also a partner in the consultancy partnership Strategy Explorers (see www.strategyexplorers.com), where he works on issues of strategy development and strategic change.

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