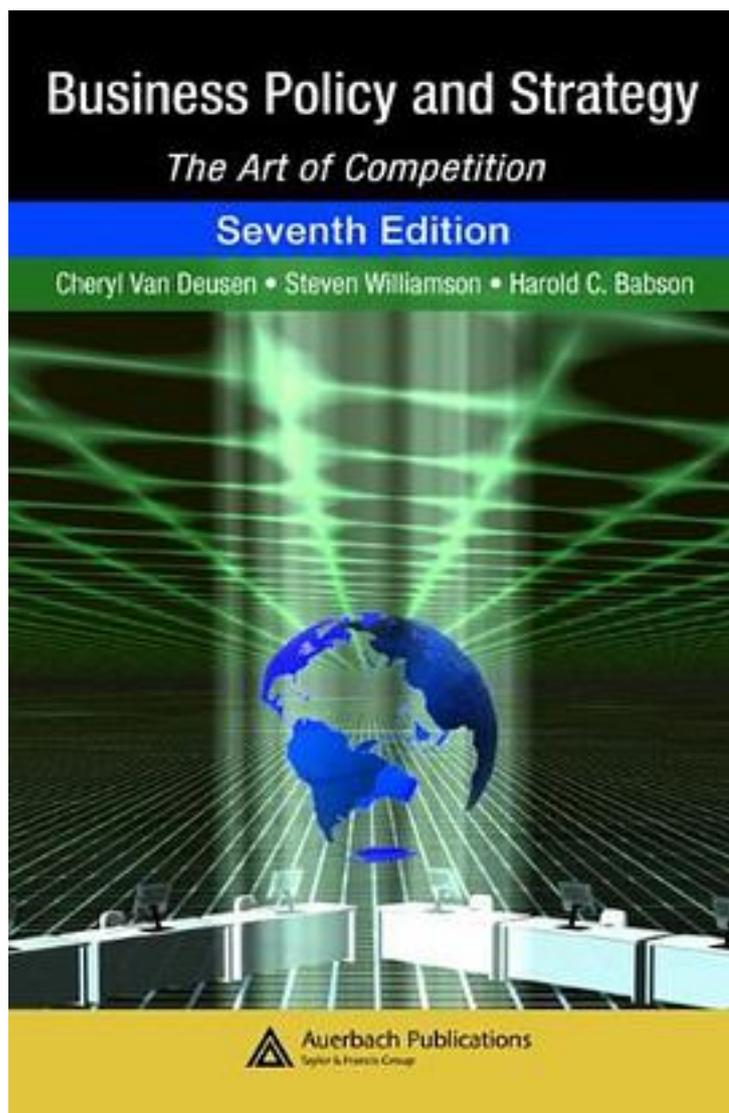


Business Policy and Strategy



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By analyzing functions such as marketing, production, operations, and finance, "Business Policy and Strategy: The Art of Competition" demonstrates how to formulate, implement, and evaluate corporate strategy. This seventh edition reviews basic and alternative strategy policies and illustrates concepts through a case study. It supplies a decision-making tool for identifying strategic problems.

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