

Strategy-specific Decision Making



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This comprehensive text provides a novel approach to business policy and strategic management for both undergraduate and advanced courses. While there are numerous theoretical and practical works on the design of a firm's strategy, sources of competitive strength, and the processes of strategic planning, this book focuses on the implementation of a firm's competitive strategy throughout all levels of the organization. William Forgang presents strategic analysis from the operations level of the firm, using a cohesive case study to highlight key themes throughout the book. He provides students with the tools to assess the choices that result in a unified implementation of a firm's strategy, and the realization of financial goals. Strategy-specific decision making is an essential tool for students who are engaged in case study analysis or managing a firm in computer-based simulation, and the text features an instructor's and student's simulation guide with sample questions and assignments as well as end-of-chapter and in-chapter exercises and discussion questions.

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