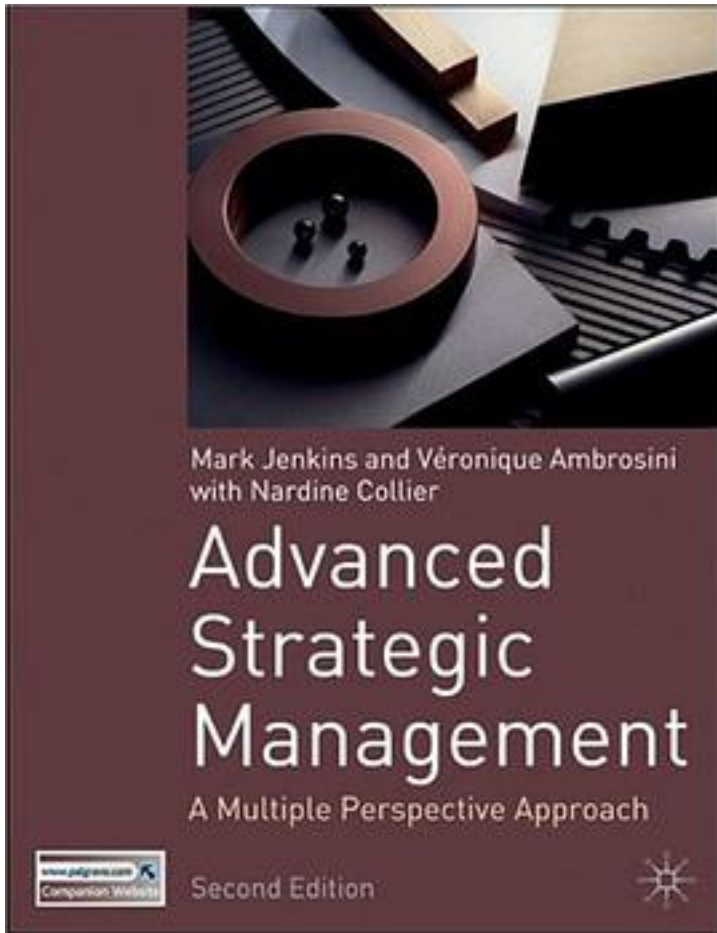


Advanced Strategic Management



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This text pulls together a broad range of contrasting perspectives on strategy in a form that can be used for advanced undergraduate and MBA-level teaching. Building on prior knowledge of strategic decision making, it complements general strategy texts by

providing an umbrella view of the multi-dimensional nature of strategic management. Featuring expert contributions, the discussion of each perspective is enhanced by the extensive use of empirical case examples.

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