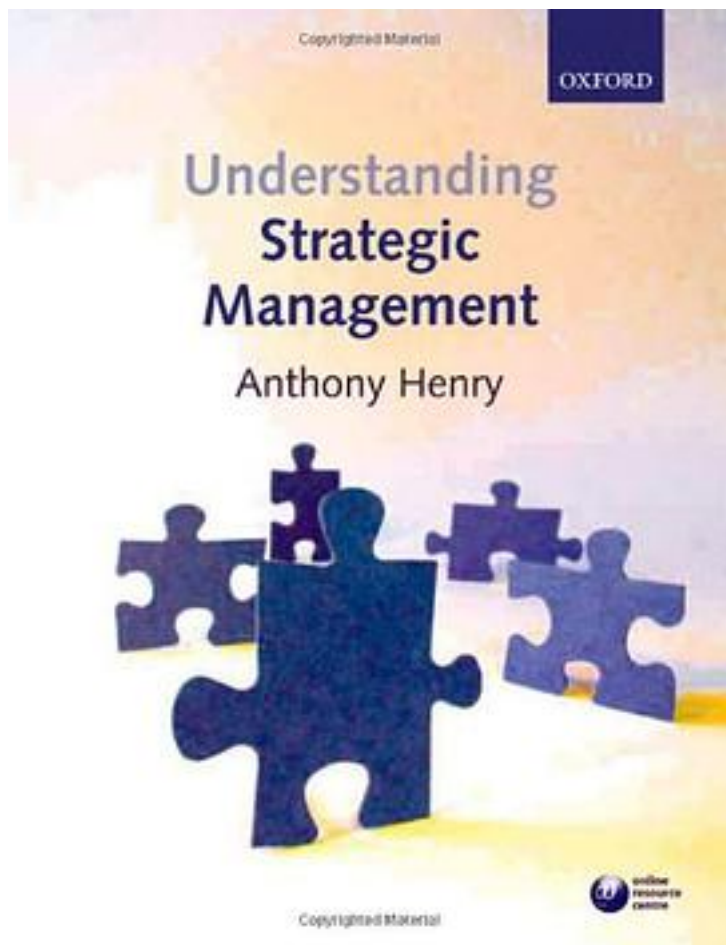


# Understanding Strategic Management



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Understanding Strategic Management is the perfect introduction to this subject. It explains, analyses, and evaluates important strategic concepts within 12 concise chapters. It's packed with real life examples, including fascinating case studies on

companies such as Apple, Tesco, Gillette, and Virgin. Through this approach, Understanding Strategic Management helps readers new to strategy to see how theoretical concepts are actually applied in the real world of business. This very readable book will take you through all the key stages of strategic management: analysis, formulation, and implementation. Classic subjects such as industry analysis and strategic leadership are thoroughly investigated, alongside contemporary issues such as corporate governance and globalization. Concepts, models, and frameworks are rigorously evaluated, encouraging readers to think critically, and to appreciate the different perspectives in the field. The emphasis of the book is on helping you gain the tools of analysis essential for understanding the competitive and internal environments that organisations face. This makes Understanding Strategic Management a practical, student-friendly textbook that really brings the subject to life. Online Resource Centre The Online Resource Centre accompanying this text provides all the teaching and learning materials needed to support each chapter, removing the need for lecturers to look for additional seminar and test materials, and giving students the resources they need to check and build upon their understanding. Seminar activities can be based around the additional online case studies with suggested answers, whilst a suite of video clips matching the core concepts explored in the book help bring the subject to life and add a useful teaching tool to the textbook package. Additional explanations on topics from the book are included on the website, providing detailed discussions and in-depth explanations if needed, without detracting from the accessible writing style and unduly increasing the length of the book. Students' progress and understanding can be tracked using an online Test Bank of 240 questions offering immediate answers that can be customised and loaded on to the university's VLE. Students can test themselves using online multiple choice questions with feedback and internet exercises which build on the analysis in each chapter. A 'Skills Box' of resources, weblinks to useful journals and organisations, and abstracts of key articles provides a quick resource for further research.

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