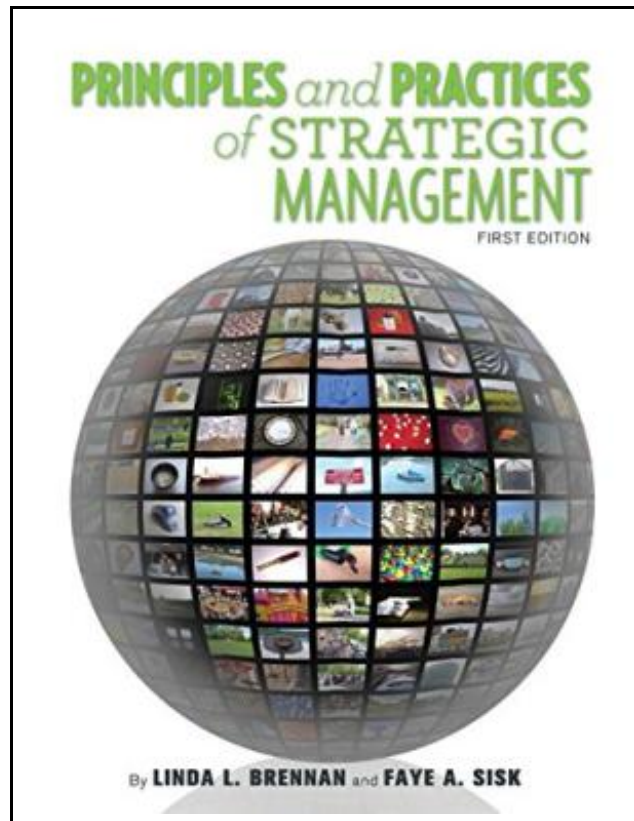


Principles and Practices of Strategic Management



Filesize: 4.15 MB

Reviews

This ebook is worth acquiring. It is rally fascinating throgh looking at period of time. I am quickly could get a pleasure of reading a created pdf.
(Mekhi Crona)

PRINCIPLES AND PRACTICES OF STRATEGIC MANAGEMENT



To read **Principles and Practices of Strategic Management** PDF, remember to click the button listed below and save the file or have accessibility to additional information that are in conjunction with PRINCIPLES AND PRACTICES OF STRATEGIC MANAGEMENT ebook.

Cognella Academic Publishing. Paperback. Book Condition: New. Paperback. 126 pages. Dimensions: 10.9in. x 8.4in. x 0.5in. Practices and Principles of Strategic Management teaches undergraduate students of management about strategic planning and decision making. Unlike many traditional textbooks that focus on strategy in an overly broad or theoretical manner, this text approaches strategy as results-driven, data-driven, and dynamic. Featuring contemporary topics that are of high interest to students, the book emphasizes the practical, rather than the theoretical. The book is divided into four sections. The first, Charting the Direction of the Organization, helps students understand the management process and define a meaningful vision. The second, Understanding the Organization in Context, addresses governance, social responsibility, corporate and resource sustainability, and the external environment. In the third section, Considering Strategic Options, the selected readings talk about assessing an organizations capabilities, evaluating the value chain, and examining innovation. The final section, Managing for Results, offers insight into ensuring that strategies are complete and clear, placing strategies in a global context, and leading strategically. Vignettes before chapters cover hot topics and the trends companies are currently following. The book features key terms, concept checkmini-quizzes, and end-of-chapter exercises that enhance retention and provide for linkages to computer-based simulations. Throughout the book, global and multinational strategic plans are considered from a results orientation, supported by extensive research and practical experience. Practices and Principles of Strategic Management is designed for undergraduate strategic management courses. The material has been extensively class-tested, and is also helpful to professionals in both for-profit and non-profit business environments. Linda L. Brennan is currently a Professor of Management at Mercer University in Macon, Georgia, where she teaches graduate and undergraduate courses in operation management, leadership, international business, and strategy. Her intellectual contributions have been published in both scholarly and practitioner-oriented journals. Her most recent book,...



[Read Principles and Practices of Strategic Management Online](#)

[Download PDF Principles and Practices of Strategic Management](#)

Relevant eBooks



[PDF] **Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers**

Access the link beneath to get "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers" file.

[Save Document »](#)



[PDF] **Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners**

Access the link beneath to get "Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners" file.

[Save Document »](#)



[PDF] **Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]**

Access the link beneath to get "Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" file.

[Save Document »](#)



[PDF] **Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]**

Access the link beneath to get "Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]" file.

[Save Document »](#)



[PDF] **The Poems and Prose of Ernest Dowson**

Access the link beneath to get "The Poems and Prose of Ernest Dowson" file.

[Save Document »](#)



[PDF] **Access2003 Chinese version of the basic tutorial (secondary vocational schools teaching computer series)**

Access the link beneath to get "Access2003 Chinese version of the basic tutorial (secondary vocational schools teaching computer series)" file.

[Save Document »](#)