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Essentials of strategic management 4th edition pdf

From the Inside Flap: PREFACE We have written this book to give you a concise, concise explanation of the most important concepts and techniques in strategic management. There is no fluff in this book. The essential element of strategic management is significantly shorter than our other books, but we didn't dumb it down or made it cutesy. It's a rigorous explanation of many topics and concerns in strategic management. We condense the content of the field into 11 carefully man-made chapters. The main concepts and techniques are here. We only cite enough examples to help you understand the document. While the content is based on rigorous studies, we don't report every study, and we don't provide endless annots. For those who want more research details and example illustrations, please see our other textbook, Strategy Management, 7th edition. For a combination of documents and cases, please see Business Policy and Strategy Management, 7th edition. If you would like to use the circumstances to accompany Essentials of Strategic Management, please consider our Strategic Management Cases, the 7th edition. CONTINUE FEATURES FROM 1ST EDITION Both versions 1 and 2 of Essentials of Strategic Management have the following features: A strategic decision-making model based on the basic processes of environmental scanning, strategy development, strategic implementation and evaluation and control presented in chapter 1 and providing an integrated framework for the book. Michael Porter's approach to industry analysis and competitive strategy (plus competitive tactics) is highlighted in chapters 3 and 5. The company's resource-based perspective, in chapter 4, serves as the foundation for organizational analysis. Functional analysis and functional strategies get great attention in chapters 4 and 7. &R&D strategy sections and &D emphasizes the importance of technology for strategic decisions and product markets. Implement strategies that relate not only to organizational design and structure, but also to executive leadership and inheritance, restructuring, overall quality management, MBO, and action planning in chapters 8 and 9. Chapter 10 on assessment and control explains the importance of measuring and encouraging organizational activity. Benchmarks and measures of economic added value are marked. International considerations are included in all chapters and are highlighted in special sections in chapters 3, 8, 9, and 10.Environmental scanning and forecasting are emphasized equal to the industry analysis in chapter 3. The EFAS, IFAS and SIAS tables proposed in chapters 3, 4, and 5 allow readers to better identify and evaluate strategic elements. Top management and board controlled detailed in their role as strategic managers in chapter 2. Social responsibility is discussed in chapter 2 on its importance to Do. Proposals for in-depth case analysis provide a complete list of financial rates, recommendations for oral and written analysis, and ideas for further study in chapter 11. Strategic audit is proposed as an aid to case analysis. This chapter is most useful for those who want to supplement this book with cases. Each chapter begins and ends with a brief situational motif of an actual company that helps illustrate the document. Each chapter ends with a list of key terms (also characters in the text) and a set of discussion questions. NEW FEATURES FOR THIS SECOND edition of Essentials of Strategic Management contains the following new features: Introducing the concept of learning organization as a way to involve everyone in strategic management. Discuss the impact of hyper-competition on industry analysis and competitive strategy. Propose an industry matrix as a way to compare the main competitors in an industry. Discuss how value chain analysis can be used to assess company strengths and weaknesses. Expand your business strategy to include both competitive and cooperative strategies. Expanding the company's strategy includes parenting of business units. Emphasize core and special competencies. Add ISO 9000 and operational-based costs to chapter 10, Assessment and Control. MANUAL Instructions A manual has been carefully formula built to accompany this book. It consists of a variety of multiple choice questions and answers to discussion questions plus a set of discussion questions and additional essays for use in exams. THANK YOU We are grateful to those who reviewed this book: William E. Lindsey, Loyola Marymount University; Malika Richards, Drexel University; and Nicholas C. Georgantzis, Fordham University; for their constructive criticism and proposals. Their thoughts and efforts led to a book that outperformed the first edition. 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Finally, for many people and policy faculty and students have moaned to us about the increasing size and cost of textbooks: We have tried to meet your concerns as best we can by providing a comprehensive but usable text that is half the size and cost of other books on the market. Instead of the usual five-dish meal (complete with heartburn), we're offering you lean cuisine. This book should taste good with few empty calories. Enjoy! J.D.H. T.L.W. From the Back Cover: Essentials of Strategic Management gives a brief explanation of the most important concepts and techniques in strategic management. Moreover, the conciseness of this text makes it suitable for use in corporate and executive training programs. The basics of strategic management; Corporate governance, ethics and social responsibility; Environmental scanning and industrial analysis; Internal scan: Organizational analysis; Strategy development: Analyzing business situation and strategy; Strategy development: Corporate strategy; Strategic development: Functional strategy and strategic selection; Implementing strategy: Organizing action; Strategic implementation: Human and leadership; Evaluation and control; Case analysis suggestions For professionals in the field of strategic planning and competitive strategy. About this title may belong to another edition of this title. Academia.edu uses cookies to personalize content, tailor ads, and improve the user experience. By using our website, you consent to our collection of information through the use of cookies. To learn more, see our Privacy Policy × © 1996-2014, Amazon.com, Inc. or its affiliates Books & Business & Economics & Business & Management & Essentials of Strategic Management Business Strategy: The Quest for Competitive Advantage (Paperback, 4th edition) Loot Price: R2,470 Discovery Miles 24 700 Terms of Repayment : R226 pm x 12 * You Save: R447 (15%) The supplier is out of order. If you add this item to your wish list, we'll let you know when it becomes available. The detailed customer review description Essentials of Strategic Management presents a powerful conceptual treatment of strategic management principles and analytical approaches that feature straight to the point of discussion, timely examples, and a writing style that captures the interest of students. The fourth edition of Essentials of Strategic Management is very much in step with the best learning mindset and modern management practice. The chapter content continues to be firmly mainstream and balanced, reflecting both the penetrating insight of academic thought and the practicalism of real-world strategy management. Text acts as the theoretical foundation of the method teaching a combination of business strategy simulation. Imprint: McGraw-Hill Higher Education Country of Origin: U.S. Release Date: February 2014 First published: 2015 Author: John E. E. • Arthur A. Thompson • Margaret A. Peteraf Size: 254 x 203 x 16mm (L x W x T) Format: Paperback: 440 Edition: 4th edition ISBN-13: 978-0-07-811289-8 Category: Books & Business & Economics & Business & Management & LSN Business Strategy: 0-07-811289-3 Barcode: 9780078112898 Is the information for this product incomplete, false or inappropriate? Tell us about it. Does this product have inaccurate or missing images? Send us a new picture. Is this product missing from the catalogue? Add more categories. 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