



Strategic Management for Results: Practical Strategies for Sustainable Outcomes (First Edition)

By -

Cognella. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 10.8in. x 8.4in. x 0.6in. This anthology, Strategic Management for Results, teaches students of management about strategic planning and decision making. Unlike many traditional textbooks which focus on strategy as a process, this reader 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. Each section ends with a written case study for class discussion that may be supplemented with a recommended video case. Vignettes before each chapter talk about hot topics and the trends companies are currently following. Throughout the book,...

Reviews

This publication could be worthy of a study, and superior to other. it was writtern extremely perfectly and beneficial. I am just easily could possibly get a delight of reading through a published pdf.

-- Prof. Bernie Torphy

I just started off reading this article ebook. It is actually writter in basic words and not confusing. I am just very happy to let you know that this is the best ebook i actually have read through inside my individual daily life and can be he finest ebook for possibly.

-- Dayne Johns