Strategic Management Methodology: Generally Accepted Principles for Practitioners (Guidelines for Strategists) PDF

Strategic Management Methodology

C. W. Roney



Strategic Management Methodology: Generally Accepted Principles for Practitioners (Guidelines for Strategists) by C. W. Roney ISBN 1567206298

Strategic planning methodology is the application of strategic management theory to practice. This book is about the process of strategic management in action, and is firmly grounded, unlike many works on the subject, in both strategic management theory and empirical research. This is what planning professionals and strategic management scholars have long sought?a firm methodological connection between strategic management theory and its daily practice in management. This comprehensive reference handbook covers such critical issues as the

application of information technology to planning; the roles and responsibilities of various parties, including the board of directors, CEO, COO, line managers, and planning managers; administrative management of the planning process; integration of near and long-term planning; assessment of the firm's external environment; and the planning manager's role in corporate restructuring, including acquisitions, divestments, mergers, alliances, and joint ventures.

Strategic Management Methodology: Generally Accepted Principles for Practitioners (Guidelines for Strategists) Review

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