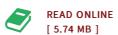




## **Principles and Practices of Strategic Management**

By Linda L. Brennan

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...



## Reviews

Certainly, this is the greatest work by any author. It can be writter in easy words and phrases rather than confusing. I am just happy to let you know that this is actually the greatest ebook we have study inside my individual daily life and may be he greatest ebook for at any time.

-- Trent Monahan

Undoubtedly, this is the best function by any writer. This really is for those who statte there was not a really worth reading. Its been written in an exceptionally basic way which is merely right after i finished reading through this book by which really transformed me, change the way i really believe.

-- Dr. Deonte Hammes DDS

## Relevant Kindle Books



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

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



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

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGS for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and professional mariners. This is the ideal book...



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]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



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]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



## The Poems and Prose of Ernest Dowson

Book Jungle. Paperback. Book Condition: New. Paperback. 200 pages. Dimensions: 9.2in. x 7.5in. x 0.5in.The Poems and Prose of Ernest Dowson The Project Gutenberg EBook of The Poems And Prose Of Ernest Dowson by Ernest Dowson et al Copyright laws are changing...



Access2003 Chinese version of the basic tutorial (secondary vocational schools teaching computer series)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 192 Publisher: People's Post Pub. Date: 2011-10-01 version 1. Access 2003 Tutorial Chinese version of With a complete database...