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Strategy: Theory and Practice

By Stewart R. Clegg, Chris Carter, Jochen Schweitzer, Martin Kornberger

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Strategy: Theory and Practice, Stewart R. Clegg, Chris Carter, Jochen Schweitzer, Martin Kornberger, Written by a team of leading academics, this groundbreaking new text is an invaluable guide to the core elements of strategy courses, that will challenge conventional thinking about the field. It provides a coherent and engaging overview of the established 'classics' of strategy, while taking an innovative approach to contemporary issues such as power and politics, ethics, branding, globalisation, collaboration, and the global financial crisis. It is a unique critical perspective that encourages you to reflect on the strategy process and strategic decision-making. It is packed with learning features, including a wealth of international case studies and accompanying discussion questions. A website offering a full Instructors' Manual, video cases, podcasts and full-text journal articles. Read the authors' research paper 'Re-Framing Strategy: Power, Politics and Accounting' in which they make the case for a critically informed approach to studying strategy in the special issue of Accounting, Auditing & Accountability Journal (Vol 23, Issue 5). Praise for Strategy: Theory and Practice: "Finally, something different in a strategy text! This new volume provides a broad view of strategy covering the conventional...



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