



Strategic Management

1st edition

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Macmillan International Higher Education

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Reflecting the challenges of formulating, implementing and monitoring strategy in practice, White's contemporary text discusses differing theories and approaches in the context of real-world experience. Readers are encouraged to conceptualize and generalize business problems and to confront philosophical issues without losing sight of practical aims. Each chapter starts with a Key Strategic Challenge and sets the scene of a case study which is resolved at the end of the chapter. The text includes more than sixty Strategy in Action short case examples to illustrate how organizations apply strategy in practice along with fifteen long case studies for detailed analysis. Strategic Projects and Exploring Further sections encourage readers to investigate the subject more in detail. Strategic Management: * Acknowledges the complex reality of strategy in the real world showing students the challenges they will encounter when implementing strategy in practice. * Provides a solid theoretical grounding in the subject enabling students to develop their own strategic approaches. * Offers...

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FEATURES

- Acknowledges the complex reality of strategy in the real world shows students the challenges they will encounter when implementing strategy in practice
- Provides a solid theoretical grounding enables students to develop their own strategic approaches
- Comprehensive and contemporary topic coverage reflects current trends in this constantly developing subject
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