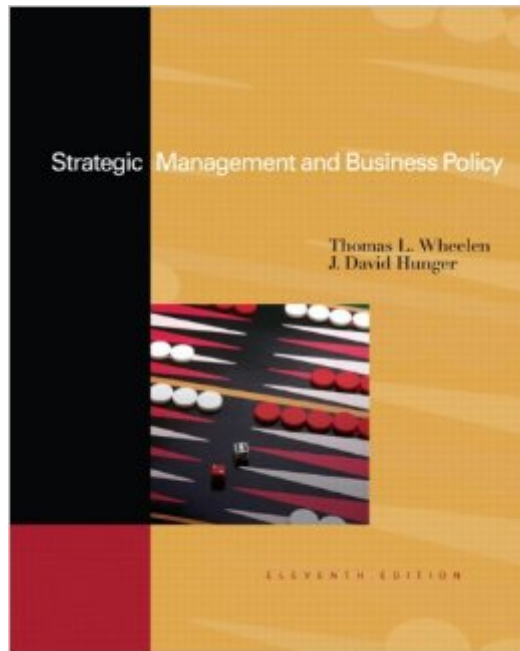


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Strategic Management And Business Policy (11th Edition)



Synopsis

This comprehensive book offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps readers develop an understanding of the wide range of theories and research available in this fieldâfrom competitive strategy and industry analysis to environmental trends and ethics. Integration of international issues throughout provides an essential understanding of global economics and its impact on business activities in any location. This book contains the latest research and examples of well-known and not-so-well known companies dealing with complicated strategic issues.Â For directors of strategic planning, competitive intelligence analysts, and strategic planners. Â Â Â Â Â Â

Book Information

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Customer Reviews

This book is what I chose to purchase for a Capstone course. There were many other alternatives, but based on reviews, I chose this one. I am very satisfied with its content and with only 4 weeks into my final MBA course, I am confident that it will be a valuable aid in finishing my masters.

I'm not often motivated to write positive things about my business textbooks. However, this book was a truly excellent companion to my class on Strategic Management, with clear explanations of the concepts and ample real-world examples. The book is divided roughly 50/50 between expository text and case studies. The case studies are nothing to write home about, you'll find lots of books full of case studies, and I do think that some of them leave out critical details. However, that does not

detract from the excellent quality of the text itself.

This book has been very interesting, and that certainly helps from a textbook. It is required for my Business Policy class and it has helped more than some of the other textbooks that I have used. I was very lucky, mine was new for a fraction of the cost. That certainly made things easier for me.

One of the best texts ever written on strategic audit and business long term planning.

This book was purchased for my niece who lives overseas. I sort of perused through it. This book is for individual companies as opposed to regular economy classes we took while in school concerning national economical forces. I don't know who is behind these folks that suddenly they are the greatest thing since sliced bread; but, my own opinion is they are teaching management teams how TO OPPRESS THE WORKING STIFFS MORE AND MORE AND HAVING THEM LIKE IT. I grew up in a different era; therefore, these ideas are abhorrent to me. I don't know what else to say. Someone is backing these people up and they are IT, as far as management courses and their teachers are concerned. It is not my cup of tea to try to enslave others.

I love this and I received it fast.

did the job it needed to do

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