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ideal introduction to strategy for students on one-semester courses who require an informative yet practical approach. The book's four-part structure defines the concept of strategy, before using the overarching strategic framework of analysis, formulation, and implementation

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Henry. A four-part structure and clear approach expertly guide students through the processes of strategic management, from analysis to formulation and implementation

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The most complete introduction for students looking for a briefer guide to strategic management, packed with real-life examples and an emphasis on the essential tools of

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Packed with real-life examples and emphasising the essential tools of analysis, this is the ideal introduction for students taking their first steps into strategic management.

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Analysis shows students how to carry out a strategic analysis of a business, with clear guidelines on where and how to apply the core strategic techniques and models that are the integral tools of strategic management. The authors identify the key questions in

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Strategic analysis and

provide an

understandable

framework for

answering these

questions. Several

case studies are used

to focus

understanding and

enable a more

thorough analysis of

the concepts and

issues, especially

useful for students

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involved with case study analysis. Accompanying the text is a CD-Rom containing the models, tutorial guidance, and a PowerPoint presentation. A blank template is provided for each model, enabling students to actively interact and enter their own data -

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an effective 'what if...'
facility. This will
enable students to
appreciate the
limitations as well as
the advantages of the
strategic models.

Kemel Mellahi's name
appears as first
author in 2011
edition.

"This book makes an
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effort to explore the
interaction of
information
technology and
strategic
management and
aims to encourage
joint research efforts
among IT and
strategy scholars for
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A brand new introductory text in strategic management which presents the key theories and frameworks for the analysis, formulation and implementation of strategy in a concise and accessible format. The book has been written for

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undergraduate and postgraduate students on one-semester or short courses. It is also particularly well suited to students of e.g. engineering, computing or other non-business disciplines taking a module in business strategy.

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Process-based strategic planning is an important and complex task which is the core issue in this book. After a short introduction to strategic planning a heuristic process for determining future strategies is presented. This process is divided into seven steps and

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for each of these steps detailed recommendations for problem-solving are provided and illustrated through many concrete examples. The new edition is improved and contains fresh material.

Strategy decision making and action

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used to be off limits to all but the select few at the very top of an organization. It was a largely cerebral activity focused on grand long-term plans made at annual off-site retreats away from the daily challenges of the business. That is no longer the case. The current business

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environment does not wait for companies to slowly adjust in an annual meeting. The relentless pace of change renders today's long-term future tomorrow's history. Rapid innovations and ever-increasing complexities limit executives' ability to

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make decisions with perfect information. Does this mean strategy is no longer useful, or even feasible? No. Good strategists are needed now more than ever. But today's high-performing organizations think of strategy differently than in the past.

These companies

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make strategy part of

every manager's role;

they strategize

continuously and

tackle strategic

problems through

individuals from all

parts of the

organization.

Strategy in this new,

fast-paced world is

about diagnosing the

diverse array of

complex challenges

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Confronting
organizations,
deciding on novel
solutions to address
those challenges, and
delivering by taking
action on those
solutions. Including a
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