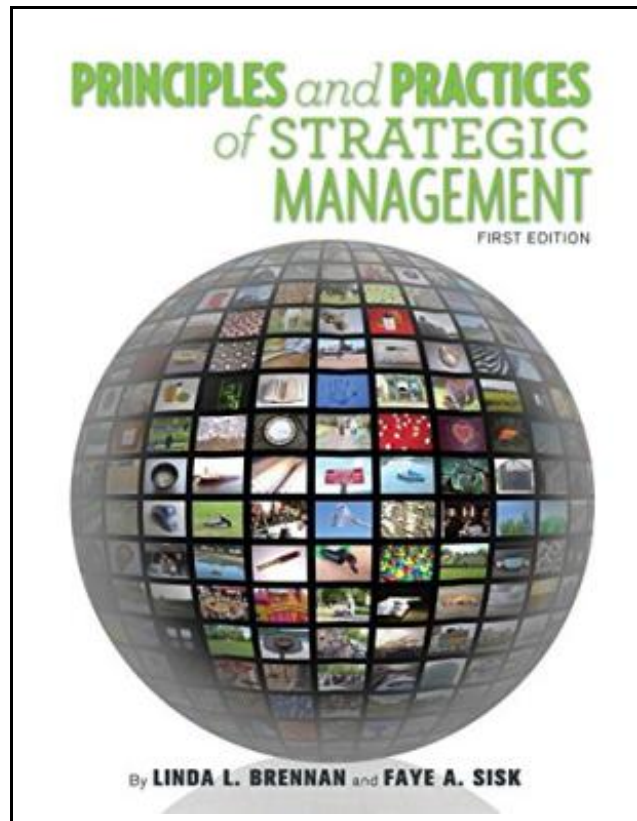


## Principles and Practices of Strategic Management



Filesize: 8.49 MB

### ***Reviews***

*I actually started out reading this article publication. It is loaded with knowledge and wisdom Your way of life span is going to be transform as soon as you total reading this article pdf.  
(Mrs. Felicia Windler)*

## PRINCIPLES AND PRACTICES OF STRATEGIC MANAGEMENT

DOWNLOAD



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 simulations. Throughout the book, global and multinational strategic plans are considered from a results orientation, supported by extensive research and practical experience. Practices and Principles of Strategic Management is designed for undergraduate strategic management courses. The material has been extensively class-tested, and is also helpful to professionals in both for-profit and non-profit business environments. Linda L. Brennan is currently a Professor of Management at Mercer University in Macon, Georgia, where she teaches graduate and undergraduate courses in operation management, leadership, international business, and strategy. Her intellectual contributions have been published in both scholarly and practitioner-oriented journals. Her most recent book,...



[Read Principles and Practices of Strategic Management Online](#)



[Download PDF Principles and Practices of Strategic Management](#)

## You May Also Like



### **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 PoemsAnd Prose Of Ernest Dowson by Ernest...

[Save eBook »](#)



### **Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values**

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead....

[Save eBook »](#)



### **Wondrous Strange**

Harper Teen. Paperback. Book Condition: New. Paperback. 352 pages. Dimensions: 7.9in. x 5.3in. x 0.9in.Since the dawn of time, the Faerie have taken. . . . Seventeen-year-old actress Kelley Winslow always thought faeries were just...

[Save eBook »](#)



### **Scholastic Discover More Penguins**

Scholastic Reference. Paperback. Book Condition: New. Paperback. 80 pages. Dimensions: 10.0in. x 8.0in. x 0.4in.Scholastic Discover More is a revolutionary new nonfiction line pairing stunning print books with corresponding interactive digital books that extend the...

[Save eBook »](#)



### **Get Up and Go**

Puffin. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 10.0in. x 7.7in. x 0.3in.We all come in different shapes and sizes, and it doesnt matter if you are tall, short, skinny, or round. Your body...

[Save eBook »](#)

**Stories of Addy and Anna: Second Edition (Paperback)**

Mohd Shahrin Bin Daud, United States, 2015. Paperback. Book Condition: New. Siti Haziqah Samsul (illustrator). 244 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Delightful, Colorful and Fun Learning Book

[Save Document »](#)

**Early National City CA Images of America**

Arcadia Publishing. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 9.1in. x 6.4in. x 0.4in.Below the surface of bustling National City lies the story of olive and citrus orchards, grand Victorian homes, great wealth, and

[Save Document »](#)

**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

[Save Document »](#)

**The Mystery in Chocolate Town Hershey, Pennsylvania Carole Marsh Mysteries Teachers Guide**

Gallopade International. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 11.0in. x 8.2in. x 0.1in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an

[Save Document »](#)

**Gypsy Breynton**

Echo Library. Paperback. Book Condition: New. Paperback. 88 pages. Dimensions: 9.0in. x 6.0in. x 0.2in.Hon. Gypsy Breynton, Esq., M. A., D. D., LL. D., c., c. Gypsy Breyiiton, R, R.

[Save Document »](#)