



## Corporate Strategy

By Jacqueline L. Doyle, John L. Colley, Robert D. Hardie

Tata McGraw-Hill Education Pvt. Ltd., 2002. Hardcover. Book Condition: New. First edition. A One-Volume, MBA-Level Course on Creating--and Implementing--Powerful Corporate and Divisional Strategy Decision makers in today's evolving corporate environment often must formulate strategy on two different levels. Corporate-level strategies must focus on a firm's overall goals and objectives. At the same time, division-level strategies require targeted decision-making to accomplish more focused, distinct tasks and responsibilities. Corporate Strategy outlines and explains a working model for addressing the complex issues of corporate as well as divisional strategy. This straight-talking guide encompasses: \* The Strategic Planning Process \* Productivity Improvement \* Valuation of Acquisitions and Divestitures \* Restructuring for Shareholder Value For all businesses, the strategic planning process begins with executives devising strategies for growth, then managers using those strategies to approach operational issues. Corporate Strategy addresses both factions--and provides hands-on answers to the strategic issues and dilemmas faced every day by executives and managers in multidivision companies. Look to The McGraw-Hill Executive MBA Series for straight-talking, technique-filled books, written by front-line executive education professors and modeled after the programs of top business schools. Other titles in the series include: \* Finance & Accounting for Nonfinancial Managers \* Mergers & Acquisitions \* ...

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