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Strategic Management 13th Edition

Robert G. Dyson, Frances A. O'Brien



Strategic Management 13th Edition:

Strategic Management (13th Edition) Kaylin Punt,2014-11-06 Strategic management involves formulation and implementation of the major goals and initiatives taken by a company s top management on behalf of owners based on consideration of resources and an assessment of the internal and external environments in which the organization competes Strategic management provides overall direction to the enterprise and involves specifying the organization s objectives developing policies and plans designed to achieve these objectives and then allocating resources to implement the plans Academics and practicing managers have developed numerous models and frameworks to assist in strategic decision making in the context of complex environments and competitive dynamics Strategic management is not static in nature the models often include a feedback loop to monitor execution and inform the next round of planning Table of Contents Introduction 7 2 Why Strategy 8 3 The Formulation of Strategy 9 4 Schools of strategy 11 5 Levels of strategy 13 6 Process of strategy 16 7 Types of Strategy 24 8 Stakeholder theory 29 External Analysis 33 10 Internal Analysis 39 11 Integration 44 12 Human resources management HRM 47 13 Culture 51 14 SWOT Analysis 63 15 Generic Strategy 66 16 Managing change 72 17 Growth and Decline 81 Globalization and International Strategy 90 19 The Basis of Strategy Structure 98 20 References 113

STRATEGIC MANAGEMENT : CONCEPTS AND CASES MILIND T. PHADTARE,2010-10-04 Primarily intended for the postgraduate students of commerce and management this compact text covers all the topics prescribed in almost all universities and autonomous institutes in India Each concept is explained with the help of many real life examples from the Indian context Considering the fact that the understanding of the concept of strategic intent is prerequisite to the understanding of strategic management the chapter on strategic intent is included which brings out the differences between various elements of strategic intent It also covers the current happenings in the businesses from the Indian context Similarly a topic on strategic choice has been discussed at length because of the fact that BCG growth share matrix and GE nine cell matrix are extremely useful in making a strategic decision in real life Besides the book contains ten case studies on various topics of strategic management such as environmental appraisal critical success factors SWOT analysis strategic intent strategic choice business level strategy formulation and choice of growth strategy All these cases are provided with authentic industry specific data Firms are chosen from different businesses thereby giving business specific flavour and a broad understanding of various business domains

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