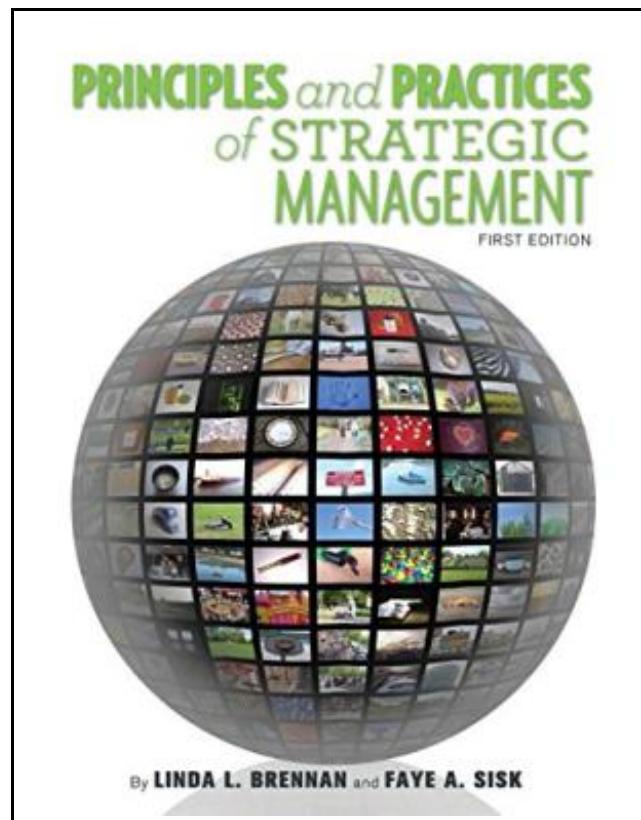


## Principles and Practices of Strategic Management



Filesize: 5.85 MB

### Reviews

*Excellent eBook and useful one. it was actually written extremely perfectly and useful. You won't truly feel monotony at any time of your time (that's what catalogues are for about when you question me).*

*(Zora Koch IV)*

## PRINCIPLES AND PRACTICES OF STRATEGIC MANAGEMENT

[DOWNLOAD](#)

To get **Principles and Practices of Strategic Management** eBook, remember to click the link listed below and save the ebook or gain access to other information that are have conjunction with PRINCIPLES AND PRACTICES OF STRATEGIC MANAGEMENT ebook.

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 organization's 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 check mini-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](#)

## Related Books

---



### [PDF] The Poems and Prose of Ernest Dowson

Click the hyperlink listed below to download "The Poems and Prose of Ernest Dowson" document.

[Save Document »](#)

---



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

Click the hyperlink listed below to download "Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values" document.

[Save Document »](#)

---



### [PDF] Wondrous Strange

Click the hyperlink listed below to download "Wondrous Strange" document.

[Save Document »](#)

---



### [PDF] Scholastic Discover More Penguins

Click the hyperlink listed below to download "Scholastic Discover More Penguins" document.

[Save Document »](#)

---



### [PDF] Get Up and Go

Click the hyperlink listed below to download "Get Up and Go" document.

[Save Document »](#)

---



### [PDF] At-Home Tutor Math, Prekindergarten

Click the hyperlink listed below to download "At-Home Tutor Math, Prekindergarten" document.

[Save Document »](#)