

# Mastering Strategic Management

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this book provides a readable understanding of strategic management and its importance to the success of a wide range of organizations in the private public and voluntary sectors focusing on the processes of developing strategy gaining a competitive advantage creating key competencies developing strategic marketing and managing strategic change this book provides provocative solutions to major management problems

mastering strategic management by dave ketchen and jeremy short is designed to enhance student engagement in three innovative ways the first is through visual adaptations of the key content in the book the second way dave and jeremy capture student interest through their textbook is by using a real world company as the running example in each chapter the third inventive way mastering strategic management holds the attention of strategic management students is through the strategy at the movies feature in each chapter that links course concepts with a popular motion picture you can expect mastering strategic management by dave ketchen and jeremy short to cover all of the traditional topics that standard strategic management texts cover but in an exciting way that will assist you in engaging your students in your course bc campus website

mastering strategic management is designed to enhance student engagement in three innovative ways the first is through visual adaptations of the key content in the book it is well documented that many of today s students are visual learners to meet students wants and needs and thereby create a much better teaching experience for professors mastering strategic management contains multiple graphic concept pages in ever section of every chapter of the book think of graphic concept pages as almost like info graphics for key concepts in each section this feature sets mastering strategic management apart from any strategic management book on the market today the second way the authors capture student interest through their textbook is by using a real world company as the running example in each chapter for example chapter 1 in mastering strategic management utilizes blackberry to harness the conceptual coverage of the chapter in a running corporate application to which students will relate the third inventive way mastering strategic management holds the attention of strategic management students is through the zstrategy at the moviesy feature in each chapter that links course concepts with a popular motion picture the 1st canadian edition is an adaptation of mastering strategic management adaptations include canadian specific content images and references removal of copyright images and

inclusion of ancillary resources in the appendix chapter powerpoints bccampus website

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this book provides students with the fundamental concepts and stages of strategic management and planning in organizations with essential tools to make decisions in order to remain competitive in the business world of today it offers an introduction to the key topics and themes of organizational and competitive strategies and provides a panoramic view of the changing corporate environment the author draws on insights from various typical functional courses such as marketing finance and accounting to help students understand how top executives and managers make the strategic decisions that drive successful businesses students learn how to conduct a case analysis measure organizational performance and conduct external and internal analyses the book features learning objectives glossaries and real cases related to the content of each chapter the book also features discussions on the execution and evaluation of organizational performance environment social and governance esg and decision and risk analysis this book is useful for upper undergraduate and graduate level courses in strategic planning and management business administration decision making and business strategy

students trying to navigate the strategy jungle may lose sight of the fact that strategic

management is about creating value in an organization understanding strategic management is a core part of all business qualifications and this textbook brings a new and easy to follow understanding of this vital business function in addition to walking the student through the basics of the subject the authors provide an array of analytical tools to help facilitate a thorough understanding of strategic management the book addresses thoroughly the impact of financial markets on a firm's strategic capabilities as well as looking at other challenging environmental factors aided by an array of student friendly features such as learning objectives strategic management in practice case studies and review questions in each chapter strategic management will help students to excel in their strategic management classes and better prepare them for the real business world a comprehensive companion website containing a wealth of supplementary materials for students and lecturers alike is available at routledge.com cw fitzroy

everyone in business is involved in strategy either formulating it or implementing it using case studies and examples of what leading companies are doing this textbook presents the latest ideas from the world's four top business schools

key concepts in strategic management is one of a range of comprehensive glossaries with entries arranged alphabetically for easy reference all major concepts terms theories and theorists are incorporated and cross referenced additional reading and internet research opportunities are identified more complex terminology is made clearer with numerous diagrams and illustrations with over 500 key terms defined the book represents a comprehensive must have reference for anyone studying a business related course or those simply wishing to understand what strategic management is all about it will be especially useful as a revision aid

as the life span of business models has shrunk firms have had to review their strategic intent develop strategic initiatives in fast and imaginative ways and engage in major reorganizations to deal with this the dynamics of strategy helps make sense of the changing business environment and requisite processes of strategizing and organizing

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blends academic strategic thinking with practical consultancy tools for strategic analysis option appraisal and implementation management this is achieved by covering the fundamental principles and highlighting the various key management issues

master the art of marketing with strategies designed to captivate and engage audiences this book offers practical insights and techniques for marketers looking to enhance their campaigns and achieve success in a competitive market

up to the minute examples of market leading companies and strategists in action strategy that is both creative and pragmatic is today s number one competitive edge it has been the driving force behind the success of firms such as mcdonald s and microsoft and executives like sam walton and jack welch mastering strategy examines best practices and examples from these and other companies ceos and academics and details how executives can benchmark them to overcome new questions and problems in today s harder faster smarter world from achieving market leadership to managing change today s business leaders must not only stay atop the latest trends but also understand and improve the core issues that drive their organizations by distilling scores of resources into one powerful volume authors jeffrey rigsby and guy greco have produced a guidebook for creating new and exciting corporate strategy examples include strategies of corporations such as nike and proctor gamble insights of ceos from bill hewlett to ray kroc wisdom of thought leaders from warren bennis to robert kaplan

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