



## Corporate Strategy (Paperback)

By Roger Bennett

Pearson Education Limited, United Kingdom, 1999. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This text seeks to present and explain the concepts, techniques, frameworks and methodologies of strategic management in a concise, straightforward way. It gives the reader all the essential information needed to identify central issues in strategic management and planning and hence be able to make up his or her own mind on the best approaches to strategic problems. The major amendment for the second edition is a new chapter on the (physical) environmental aspects of corporate strategy, incorporating sustainable development, legal constraints, EU and Third World influences, codes of practice, packaging and labelling, and other critical issues. Also, significant additions are made to pan-company marketing, strategic vision and thrust, contingency planning, management of service, strategic flexibility and fit, market-led change, theories of internationalisation, ethical dilemmas, downsizing, and relationship marketing. The planning and control material is placed into a wider contextual framework.

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