



Creating Value Through Skill-Based Strategy and Entrepreneurial Leadership (Hardback)

By -

Emerald Group Publishing Limited, United Kingdom, 1999. Hardback. Book Condition: New. 254 x 174 mm. Language: English . Brand New Book. The fields of entrepreneurship and strategic management deal with the fundamental processes and forces that affect the start-up, prosperity, and survival of organizations. In both fields it is argued that a company's potential long-run performance is determined by the degree to which it can develop and maintain a fit between its skills and resources and environmental demands. Through the use of rigorous, in-depth case studies, this book takes a comprehensive look at the process by which leaders, as entrepreneurs and strategists, attempt to build and craft the skill-bases of their firms to best create long-term value for their customers. Part one examines the foundations of resource-based approaches to management and strategic thinking, and presents a detailed process-typology of organizational resources that serves as a basis for understanding how resources can be leveraged into sustainable strategic advantage. Part two presents the case histories of four very different firms, including a high-tech chemicals research company, a custom cabinet manufacturer, a large corporate industrial engineering firm, and a craft-oriented surgical instrument maker. Each case provides a unique setting from which insights...



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