

Strategy for Business: A Reader (Paperback)

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Reviews

A really wonderful ebook with perfect and lucid answers. It is rally interesting through looking at period of time. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Gustave Moore)

STRATEGY FOR BUSINESS: A READER (PAPERBACK)



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SAGE Publications Inc, United States, 2002. Paperback. Condition: New. Language: English . Brand New Book. `This excellent volume brings together some of the most influential readings in business strategy and explores the content and process of business strategy from a variety of different theoretical stances. It will serve as a comprehensive introduction to the literature and will become required reading for students of economics, organisational behavior and business - Costas Markides, London Business School Strategy for Business provides a comprehensive selection of essential readings, covering six key areas in business strategy: What is Strategy? Competition and Industry Effects Resources, Capabilities and Core Competencies Strategic Innovation and Firm Size Organisational Structures, Learning and Knowledge Management the Global Information Economy It contains dynamic chapters on strategy for Business will be essential reading for those seeking an understanding of the changing nature of organizations and the world of business. It is particularly intended for students taking courses in strategy, organizational change and more general management courses at undergraduate level; it will also be an excellent resource for masters and postgraduate students. This text is a course Reader, in a series of three (alongside Decision Making for Business, and Policy Issues for Business), which make up the main teaching texts of The Open University undergraduate course Business Behaviour in a Changing World (B300).

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