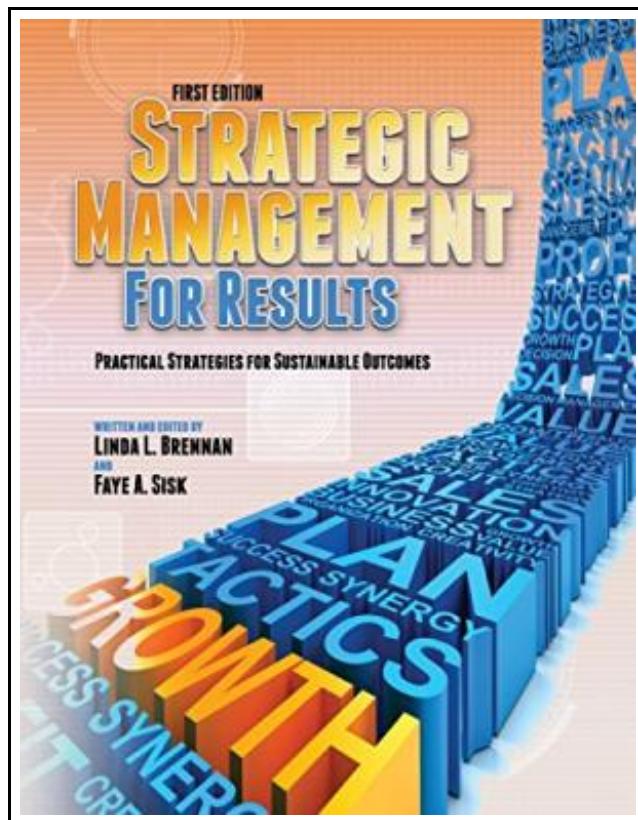


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Cognella. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 10.8in. x 8.4in. x 0.6in. This anthology, Strategic Management for Results, teaches students of management about strategic planning and decision making. Unlike many traditional textbooks which focus on strategy as a process, this reader 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. Each section ends with a written case study for class discussion that may be supplemented with a recommended video case. Vignettes before each chapter talk about hot topics and the trends companies are currently following. Throughout the book, global and multinational strategic plans are considered from a results orientation, supported by extensive research and practical experience. Strategic Management for Results is appropriate for undergraduate strategic management courses, upper-division electives on management, and MBA courses on strategic management. The material has been extensively class-tested, and is helpful to professionals in both for-profit and non-profit business environments. Adopting professors will receive PowerPoint slides, as well as media links and graphics. 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....



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