

# Mastering Strategic Management



# Mastering Strategic Management

**Julia Schneider**



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Strategic Management Peter FitzRoy,James M. Hulbert,Timothy O'Shannassy,2016-12-19 Strategy is often the capstone class in a business education dealing with the big questions of what companies decide to do innovate diversify acquire or even to employ a range of these strategies Benefitting from an international author team the latest edition of this textbook stands out in its global perspective With an emphasis on value creation integration of financial considerations alongside coverage of areas that are often missed in competitor texts such as financial implications for strategy corporate governance and business ethics The book also integrates a wide range of in depth case studies including Siemens AG Intel the Volkswagen Group PerkinElmer and the Tata Group Supplemented by a wide range of cutting edge online case studies and other internet resources this text will provide students and their instructors with everything they need to succeed in this tough environment

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all about It will be especially useful as a revision aid      **Mastering Strategic Management Skills** Teddy Sinsunga,1991

*The Strategy Manual* Mike Baxter,2020-10-28 The Strategy Manual is a practical handbook for anyone interested in the creation management or governance of strategy It demystifies strategy and provides a step by step guide on how to do it well

,      **Mastering Business Planning and Strategy** Paul Elkin,1998 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

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