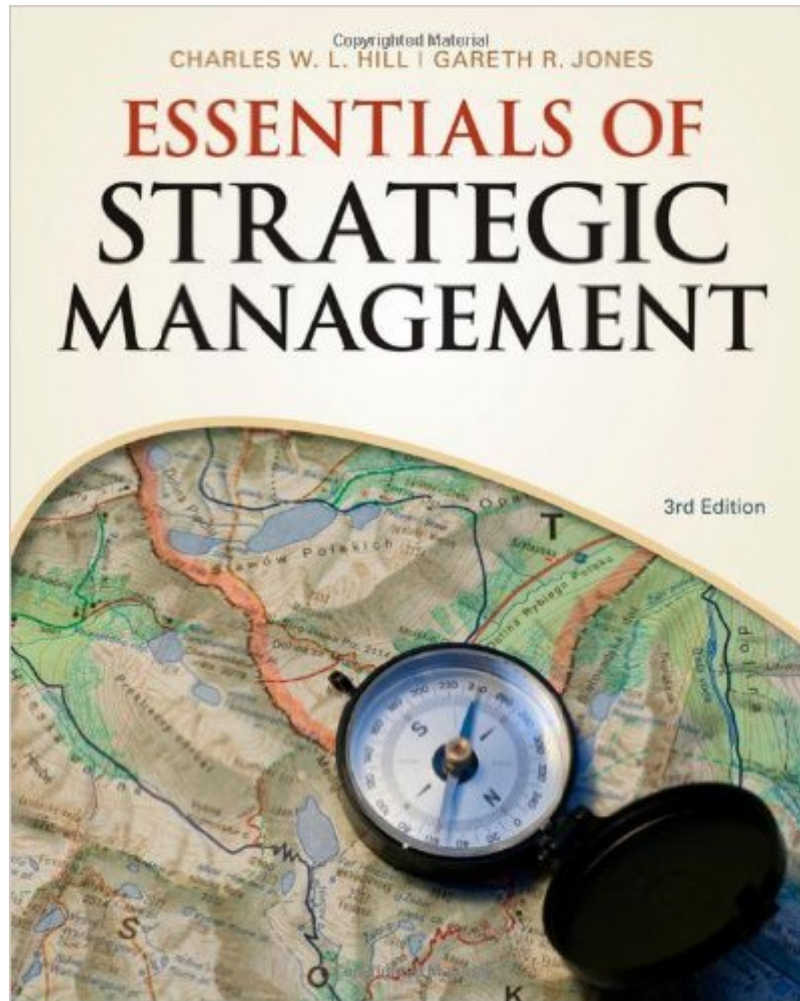


The book was found

Essentials Of Strategic Management (Available Titles CourseMate)



Synopsis

ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH, helping students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the "business model" concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. Its high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain practice putting chapter concepts into action.

Book Information

Series: Available Titles CourseMate

Paperback: 416 pages

Publisher: Cengage Learning; 3 edition (April 19, 2011)

Language: English

ISBN-10: 1111525196

ISBN-13: 978-1111525194

Product Dimensions: 9.9 x 8 x 0.6 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â Â See all reviewsÂ (49 customer reviews)

Best Sellers Rank: #144,454 in Books (See Top 100 in Books) #206 inÂ Books > Business & Money > Management & Leadership > Strategy & Competition #482 inÂ Books > Textbooks > Business & Finance > Management #489 inÂ Books > Business & Money > Processes & Infrastructure > Strategic Planning

Customer Reviews

Having this be a required book in a recent doctoral course on leadership, I was pleasantly surprised by the content. This book should be required reading for all who are interested in strategic management, organizational change, and the future of business and industry. The examples are right-on, useful, and very meaningful. Anyone interested in environmental and internal scanning for an organization can use the simple model provided in the book. I would say this is one of the best books I have ever read on this subject.

Business executives, like many professionals, are wary of all the garbage that poses as valid information. They need to cut through the noise to get the real meat, and they don't have a lot of time to wade through extraneous space-filling material that does not contribute to what they need to know. The authors get right into content. They concisely but comprehensively, step-by-step, explain the strategic management process and techniques. No wasted time here. While based on rigorous research, the writing is succinct and thus making it a useful book for the busy executive who needs a comprehensive, useful and practical textbook to guide him/her in strategic decision making. It's a good business approach.

Just as title says, great for entry level class. The material is cleanly presented and the author's write in a format that is very readable and approachable. The content is very easily digested and there are quite a few real world cases in the chapters. If you need a quick primer on strategic management for an MBA course or a new job I recommend this, if you have a decent grounding already or have taken at least 1 course, I'd go for something a bit more detailed, perhaps Porter's Competitive Strategy.

Short book, but to the point. Easy to read. Good data summaries, good ideas applicable to the modern work world and management. Nice focus on assessment and creation of solutions for both non-profit and for-profit entities.

Very educational and informative book, used it for my e-MBA classes, has plenty great information, was able to get some new ideas and tips for management classes and was able to implement those. Would highly recommend to everybody, who is looking for improvement in life and learn new job skills.

I found this book to be very informative and easy to read. This is a good introductory overview of strategic management. Although it is worth having, I have, at times, supplemented key points with internet searches to get more information and other views on the topic.

It's a book I needed for school, but it is also an interesting read and a book I will not resell after my class (there's some valuable information that'll be handy to have around for later use)... Good business book!

The Essentials of Strategic Management by J. David Hunger and Thomas L. Wheelen focuses on the founding principles and methods employed in both strategic planning and execution. Topics include strategy formulation, implementation, and control. I like this reference because its presentation is concise and direct while at the same time providing the detail needed to give the reader a fundamental understanding of strategic planning and execution. This book provides a full array of easy to follow tools and instructions that are ready for use by organizations of any size. All the Best, Nathan Ives Strategy Driven Principal

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