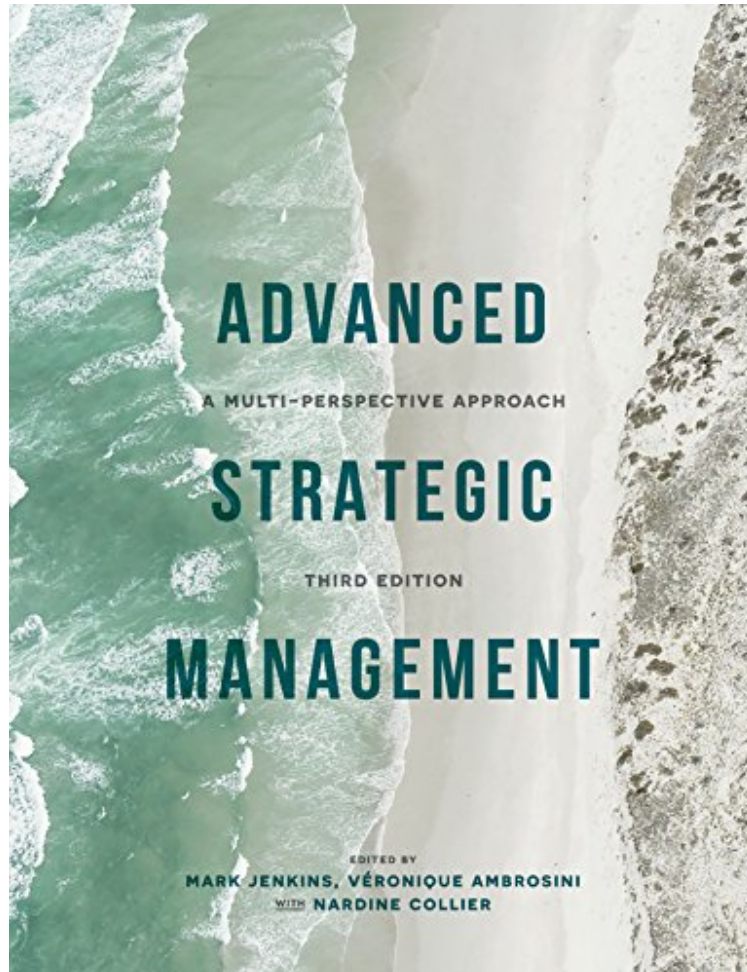


[Read ebook] Advanced Strategic Management: A Multi-Perspective Approach

Advanced Strategic Management: A Multi-Perspective Approach

Veronique Ambrosini, Mark Jenkins, Nardine Collier
DOC | *audiobook | ebooks | Download PDF | ePub



 Download

 Read Online

#695252 in eBooks 2015-11-13 2015-11-13 File Name: B01KIBQHKW | File size: 32.Mb

Veronique Ambrosini, Mark Jenkins, Nardine Collier : Advanced Strategic Management: A Multi-Perspective Approach before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advanced Strategic Management: A Multi-Perspective Approach:

Strategic management is concerned with the managerial decisions, processes and activities that allow the creation and implementation of a strategy. Advanced Strategic Management adopts a multi-perspective approach to evaluate and challenge assumptions about what strategy is concerned with, and thus strengthen your understanding of strategic management. This new third edition weaves together theoretical debate and practical insights to enrich the way in which strategy is both viewed and enacted. Written by leading experts, it provides detailed analysis of the multi-dimensional nature of strategic management, supported by empirical real-world examples and an in-depth final case study. It covers a number of unique perspectives, ranging from military strategy to transaction cost economics and

from behavioural strategy to critical management, all of which offer a valuable understanding of the fundamental strategy questions. The new edition features: - Contributions from leading experts in the field. - Fully revised and updated content throughout. - A new detailed introduction and conclusion which link together the ideas and different perspectives throughout the book. This is an engaging and challenging resource, perfect for undergraduate and postgraduate students taking strategy courses.

'Advanced Strategic Management lives up to its title and provides a comprehensive review of the many perspectives on strategic management. The theoretical coverage is unmatched by any other text and the links to practical application are serious and useful. In an overpopulated market, this text stands apart.' Pete Thomas, Lancaster University, UK 'This is an ideal book for everyone interested in Strategic Management. The authors are to be congratulated for this excellent book.' - Ioannis Thanos, University of Glasgow, UK 'Advanced Strategic Management is an ideal companion for students, scholars and practitioners alike, offering a structured and comprehensive multi-angled analysis of the strategy field.' - Uta Morgenstern, Goldsmiths, University of London, UK 'This is an excellent and insightful book. It presents several complementary theoretical perspectives bringing together world-class management scholars. This multi-perspective approach is greatly beneficial in helping students gain a more rounded understanding of strategic management beyond well established - and very often out-of-date - concepts. Each chapter also offers a very useful summary of the key points of each perspective and a rich case study from a set of international companies. Overall, this textbook is a joy to read and highly recommended for students at all levels eager to master the latest thinking in strategic management.' - Alessandro Giudici, Cass Business School, City University, UK

Advanced Strategic Management lives up to its title and provides a comprehensive review of the many perspectives on strategic management. The theoretical coverage is unmatched by any other text and the links to practical application are serious and useful. In an overpopulated market, this text stands apart.' Pete Thomas, Lancaster University, UK 'This is an ideal book for everyone interested in Strategic Management. The authors are to be congratulated for this excellent book.' - Ioannis Thanos, University of Glasgow, UK 'Advanced Strategic Management is an ideal companion for students, scholars and practitioners alike, offering a structured and comprehensive multi-angled analysis of the strategy field.' - Uta Morgenstern, Goldsmiths, University of London, UK 'This is an excellent and insightful book. It presents several complementary theoretical perspectives bringing together world-class management scholars. This multi-perspective approach is greatly beneficial in helping students gain a more rounded understanding of strategic management beyond well established - and very often out-of-date - concepts. Each chapter also offers a very useful summary of the key points of each perspective and a rich case study from a set of international companies. Overall, this textbook is a joy to read and highly recommended for students at all levels eager to master the latest thinking in strategic management.' - Alessandro Giudici, Cass Business School, City University, UK

From the Back Cover Strategic management is concerned with the managerial decisions, processes and activities that allow the creation and implementation of a strategy. Advanced Strategic Management adopts a multi-perspective approach to evaluate and challenge assumptions about what strategy is concerned with, and thus strengthen your understanding of strategic management. This new third edition weaves together theoretical debate and practical insights to enrich the way in which strategy is both viewed and enacted. Written by leading experts, it provides detailed analysis of the multi-dimensional nature of strategic management, supported by empirical real-world examples and an in-depth final case study. It covers a number of unique perspectives, ranging from military strategy to transaction cost economics and from behavioural strategy to critical management, all of which offer a valuable understanding of the fundamental strategy questions. The new edition features: - Contributions from leading experts in the field. - Fully revised and updated content throughout. - A new detailed introduction and conclusion which link together the ideas and different perspectives throughout the book. This is an engaging and challenging resource, perfect for undergraduate and postgraduate students taking strategy courses.