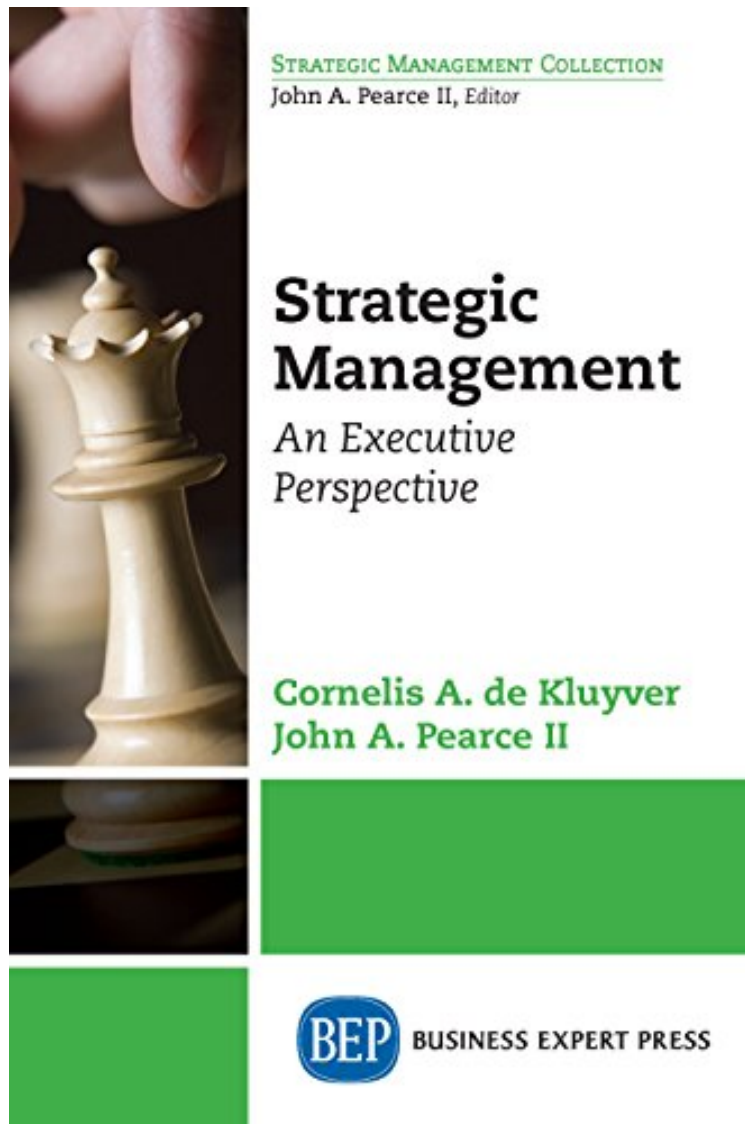


(Library ebook) Strategic Management: An Executive Perspective

# Strategic Management: An Executive Perspective

*Cornelius A. de Kluyver, John A. Pearce*  
audiobook / \*ebooks / Download PDF / ePub / DOC



DOWNLOAD



+

READ ONLINE

#289727 in eBooks 2015-01-26 2015-01-26 File Name: B00STQ449K | File size: 72.Mb

**Cornelius A. de Kluyver, John A. Pearce : Strategic Management: An Executive Perspective** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Management: An Executive Perspective:

Organizational success crucially depends on having a superior strategy and effectively implementing it. Companies that outperform their rivals typically have a better grasp of what customers value, who their competitors are, and how they can create an enduring competitive advantage. Successful strategies reflect a solid grasp of relevant forces in the

external and competitive environment, a clear strategic intent, and a deep understanding of a company's core competencies and assets. Generic strategies rarely propel a firm to a leadership position. Knowing where to go and finding carefully considered, creative ways of getting there are the hallmarks of successful strategy.

About the Author University of Oregon