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Nota di contenuto	Cover -- Table of Contents -- Appendix: Strategic Audit of a Corporation -- 1. Basic Concepts of Strategic Management -- 2. Corporate Governance and Social Responsibility -- 3. Environmental Scanning and Industry Analysis -- 4. Internal Scanning: Organizational Analysis -- 5. Strategy Formulation: Situation Analysis and Business Strategy -- 6. Strategy Formulation: Corporate Strategy -- 7. Strategy Implementation: Organizing for Action -- 8. Strategy Implementation: Staffing and Leading -- 9. Evaluation and Control -- 10. Strategy Formulation: Functional Strategy and Strategic Choice -- Index.
Sommario/riassunto	For undergraduate and graduate level Strategic Management courses. Get straight to the heart of important strategic management concepts. This brief text offers a concise explanation of the most important concepts and techniques in strategic management. Further, cases and simulations are a perfect supplement to Essentials of Strategic Management, while its brevity also makes it suitable for use in corporate and executive training programs. This edition contains new information to reflect the latest changes in the discipline while remaining brief and to the point.