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Nota di contenuto	Cover -- Brief Contents -- Contents -- Illustrations and Thinking Differently -- Figures -- Tables -- Preface -- Exploring Strategy features -- Exploring Strategy online -- 1 INTRODUCING STRATEGY -- 1.1 Introduction -- 1.2 What is strategy? -- 1.2.1 Defining strategy -- 1.2.2 The purpose of strategy: mission, vision, values and objectives -- 1.2.3 Strategy statements -- 1.2.4 Levels of strategy -- 1.3 The Exploring Strategy Framework -- 1.3.1 Strategic position -- 1.3.2 Strategic choices -- 1.3.3 Strategy in action -- 1.4 Working with strategy -- 1.5 Studying strategy -- 1.6 Exploring strategy further -- 1.6.1 Exploring strategy in different contexts -- 1.6.2 Exploring strategy through different 'strategy lenses' -- Summary -- Work assignments -- Recommended key readings -- References -- Case example: The rise of a unicorn - Airbnb -- PART I: THE STRATEGIC POSITION -- Introduction to Part I -- 2 MACRO-ENVIRONMENT ANALYSIS -- 2.1 Introduction -- 2.2 PESTEL analysis -- 2.2.1 Politics -- 2.2.2 Economics -- 2.2.3 Social -- 2.2.4 Technology -- 2.2.5 Ecological -- 2.2.6 Legal -- 2.2.7 Key drivers for change -- 2.3 Forecasting -- 2.3.1 Forecast approaches -- 2.3.2 Directions of change -- 2.4 Scenario analysis -- Summary -- Work assignments -- Recommended key readings -- References -- Case example: Alibaba - the Yangtze River Crocodile -- 3 INDUSTRY AND SECTOR ANALYSIS --

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With over one million copies sold worldwide, Exploring Strategy has long been the essential strategy text for managers of today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations- how they grow, how they innovate and how they change. Texts and Cases also provides a wealth of extra case studies written by experts in the subject to aid and enrich your understanding. Examples are taken from events and organisations as diverse as Glastonbury, Mondelez and Formula 1 racing.
