

1. Record Nr.	UNINA9910784467103321
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Titolo	Strategy-specific decision making [[electronic resource]] : a guide for executing competitive strategy / / William G. Forgang
Pubbl/distr/stampa	Armonk, NY, : M.E. Sharpe, c2004
ISBN	1-317-45923-7 1-315-70056-5 1-280-91227-8 9786610912278 0-7656-2165-7
Descrizione fisica	1 online resource (200 p.)
Disciplina	658.4/03
Soggetti	Decision making Strategic planning Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 179) and index.
Nota di contenuto	Contents; List of Figures and Tables; Preface; Acknowledgments; A Note to Instructors, Students, and Managers; 1 Managing by Competitive Strategy; 2 Competitive Strategy; Chapter 3 Strategy-Specific Decision Making; 4 Performance-Based Measurement Systems; 5 Implementing the Strategy Downstream and Upstream Analysis; 6 Strategy-Specific Decisions and Management Control Systems; 7 From Value Proposition to Outcomes; 8 Performance Measurements and the Multiple Products Firm; 9 Leadership and Strategy-Specific Decision Making; APPENDIXES; CASES; Bibliography; Index
Sommario/riassunto	Providing a novel approach to business policy and strategic management, this book focuses on the implementation of a firm's competitive strategy throughout all levels of the organization.