

1. Record Nr.	UNINA9910969908403321
Autore	Cummings Stephen
Titolo	Recreating strategy / / Stephen Cummings
Pubbl/distr/stampa	London, : SAGE, c2002 London ; ; Thousand Oaks : , : Sage Publications, , 2002
ISBN	9786612623370 9781446235232 1446235238 9780761970095 0761970096 9780857026514 0857026518 9781282623378 1282623370
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiii, 354 p.) : ill
Disciplina	658.4012
Soggetti	Strategic planning Business planning Creative ability in business Libros electronicos.
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. [323]-346) and index.
Nota di contenuto	pt. 1. Deconstructing management -- pt. 2. Recreating strategy -- pt. 3. Cases and further source material.
Sommario/riassunto	'Recreating Strategy' uses case studies to give readers a better understanding of how they might bring together and apply the many analytical frameworks available to understanding an organisation as a whole.