

1. Record Nr.	UNINA9911057018003321
Autore	Viardot Eric
Titolo	The Timeless Principles of Successful Business Strategy : Strategies and Practical Solutions for Enduring Business Performance // by Eric Viardot
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2026
ISBN	3-032-14617-8
Edizione	[3rd ed. 2026.]
Descrizione fisica	1 online resource (222 pages)
Collana	Management for Professionals, , 2192-810X
Disciplina	658.4012 658.4092
Soggetti	Strategic planning Leadership Industrial organization Industrial management - Environmental aspects Management Business Strategy and Leadership Organization Corporate Environmental Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1: The Importance of Endurance in Corporate Strategy -- Chapter 2. Why Are Corporate Ambition and Culture Vital for Endurance? -- . Chapter 3: Treasuring Selected Customers: The Secret for Endurance? -- Chapter 4. How Do Enduring Firms Outlive the Environment and Competition? -- Chapter 5. Why resilient Firms Have a Superior Management of Capabilities? -- Chapter 6. Selecting the Right Organization and Structure for Endurance -- Chapter 7. Risk Management and Scenario Planning -- Chapter 8. Supply Chain Endurance -- Chapter 9. Innovation: The Central Way to Achieve Corporate Endurance -- Chapter 10. Growth Strategy for Corporate Endurance -- Chapter 11. Managing Change and Transformation for Corporate Endurance (Including Digital Transformation) -- Chapter 12. Learning from the Operational Practices of Sustainable Companies -- Chapter 13. The Value of Great Execution -- Chapter 14. Measuring

and Monitoring Endurance -- Chapter 15. Leading for Endurance - including succession and legacy -- Chapter 16. Conclusion: Timeless Principles of Corporate Endurance.

Sommario/riassunto

This insightful book serves as a strategic roadmap for building enduring organizations. Drawing on the experiences of century-old firms, it offers practical, case-based lessons that encourage thoughtful, long-term strategies. The fully revised third edition introduces three new chapters on proactive risk management, robust supply chain strategies, and essential metrics for measuring enduring value. Additionally, a new chapter on leadership, succession, and legacy explores how to cultivate the next generation of executives. Ideal for both startups and multinationals, the book provides strategic ideas and tools to ensure companies not only survive but thrive for generations.
