



Strategic Management: Text and Cases

By Alan Eisner, G.T. Lumpkin, Gregory Dess

Tata McGraw-Hill Education Pvt. Ltd., 2009. Softcover. Condition: New. 3rd edition. This book provides a solid treatment of traditional topics in Strategic Management as well as contemporary topics such as entrepreneurship, knowledge management, and e-commerce and internet strategies.

TABLE OF CONTENTS: Part One: Strategic Analysis 1. Strategic Management: Creating Competitive Advantages 2. Analyzing the External Environment of the Firm 3. Assessing the Internal Environment of the Firm 4. Recognizing a Firm's Intellectual Assets: Moving beyond a Firm's Tangible Resources Part Two: Strategic Formulation 5. Business-Level Strategy: Creating and Sustaining Competitive Advantages 6. Corporate-Level Strategy: Creating Value through Diversification 7. International Strategy: Creating Value in Global Markets 8. Digital Business Strategy: Leveraging Capabilities in a Disruptive Environment Part Three: Strategic Implementation 9. Strategic Control and Corporate Governance 10. Creating Effective Organizational Designs 11. Strategic Leadership: Creating a Learning Organization and an Ethical Organization 12. Managing Innovation and Fostering Corporate Entrepreneurship 13. Recognizing Opportunities and Creating New Ventures Part Four: Case Analysis 14. Analyzing Strategic Management Cases Cases 41 Cases Printed Pages: 1008.



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