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Strategic Management

By Colin White



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Strategic Management By Colin White

Reflecting the challenges of formulating, implementing and monitoring strategy in practice, White's contemporary text discusses differing theories and approaches in the context of real-world experience. Readers are encouraged to conceptualize and generalize business problems and to confront philosophical issues without losing sight of practical aims.

Each chapter starts with a Key Strategic Challenge and sets the scene of a case study which is resolved at the end of the chapter. The text includes more than sixty Strategy in Action short case examples to illustrate how organizations apply strategy in practice along with fifteen long case studies for detailed analysis. Strategic Projects and Exploring Further sections encourage readers to investigate the subject more in detail.

Strategic Management:

- * Acknowledges the complex reality of strategy in the real world showing students the challenges they will encounter when implementing strategy in practice.
- * Provides a solid theoretical grounding in the subject enabling students to develop their own strategic approaches.
- * Offers comprehensive and contemporary topic coverage reflecting current trends such as globalization, co-operative strategy and performance measurement.
- * Includes separate chapters on Implementation, Monitoring and Risk Assessment reflecting the critical role of these issues within organizations.
- * Provides a wide range of international case examples from well-known organizations in all regions of the world allowing students to see how strategy is implemented in practice and reflecting the global nature of strategy for multinational corporations.

Integrated web packages include:

- * FOR STUDENTS: Additional long case studies, integrating case study, links to further resources, searchable glossary.
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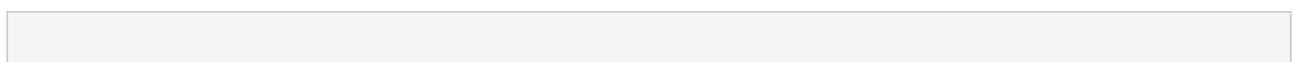
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Editorial Review

Review

'Strategists looking to move away from conventionally structured approaches should welcome this book's innovative and dynamic structure. The discursive style and helpful but discreet highlighting of key concepts is effective...the extensive use of contemporary cases is appropriate for undergraduates and MBAs alike.' - Duncan Angwin, *The Times Higher Education Supplement*

From the Back Cover

Strategic management is challenging and dangerous. A complex web of differing theories and approaches, it continuously emerges and evolves. More intuitive than rational, it offers significant benefits if done well, potentially catastrophic results if done badly.

Colin White's contemporary text reflects the challenges of formulating, implementing and monitoring strategy in practice, discussing theories and approaches in the context of real-world practice around the globe.

By acknowledging the complex reality of strategy and presenting examples from a wide range of international organizations, this book will enable you to:

- Understand the challenges you will encounter when implementing strategy in practice.
- Develop your own strategic approaches and solutions to real-life situations and dilemmas.
- Acquire the latest thinking in this constantly developing subject.
- Appreciate the critical role of implementation, monitoring and risk within organizations.
- Consider the global nature of strategy for multinational corporations.

This text is accompanied by an extensive companion website for both students and lecturers. Visit www.palgrave.com/business/white for access to additional case studies, links to other sites, a searchable glossary of terms and a full complement of lecturer resources.

COLIN WHITE is a Professor in the Graduate School of Management at La Trobe University, Melbourne, Australia. The school, which he established, has an international reputation, with links to over 100 universities worldwide, and offers teaching and training programs throughout Asia.

Also available is a companion website with extra features to accompany the text, please take a look by clicking below -

<http://www.palgrave.com/business/white/index.asp>

About the Author

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