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By Fred R. David



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Editorial Review

From the Back Cover

Taking readers through the essentials of strategic planning, this lively guide reflects the effect our rapidly changing world has on strategic management theory and practice. Coming from a practitioner-oriented perspective, it includes numerous Experiential Exercises, and now incorporates the most up-to-date compilation of real-world company cases ever assembled in a business policy book. It integrates three very contemporary themes throughout each chapter - globalization, the natural environment, and technology - and focuses on skill-building in all major areas of strategy formation, implementation, and evaluation. 7th Edition features include the latest strategic management research and practices, plus hundreds of new examples throughout. Shows how to develop a mission statement, perform an external audit, conduct an internal assessment, and formulate, implement, and evaluate strategies. Offers a simple, integrative strategic-management models throughout, and concludes each chapter with an interesting mix of cases featuring small business, international, and not-for-profit firms; all reflect current strategic management problems and practices. Covers such strategy implementation issues as corporate culture, marketing concepts, and financial tools and techniques. Presents 12 brand-new 1997-1998 cases (i.e., H.J. Heinz, America Online, and Grace Lutheran), plus updates 23 cases from prior edition. Integrates new boxed inserts in every chapter to exemplify the three chapter themes; provides extensive coverage of reengineering, downsizing, restructuring, and culture; and offers a Strategic Management Club Online at strategyclub.com that provides valuable templates, tools, and links for case analysis. MARKET: For CEO's, COO's, CFO's, presidents, executive vice-presidents, senior vice presidents, managers and owners.

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