



The Routledge Companion to Non-Market Strategy (Routledge Companions in Business, Management and Accounting)

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It is commonplace for today's transnational enterprises to undertake political risk analysis when choosing foreign markets and creating entry strategies. Despite this, non-market elements of corporate strategy are less well researched than the traditional market-based perspectives.

Providing comprehensive and leading edge overviews of current scholarship, this Companion surveys the current state of the field and provides a basis for improving our understanding of the non-market environment, encouraging new insights to improve strategies for enhancing a firm's performance and legitimacy.

With a foreword by David Baron, the international team of contributors includes Jean-Philippe Bonardi, Bennet Zelner, and Jonathan Doh, who combine to create a book that is essential reading for students and researchers in business, management, and politics, including those interested in business regulation, environmental policy, political risk and corporate social responsibility.



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Editorial Review

Review

'The *Routledge Companion to Nonmarket Strategy* presents the current state of the art in the field and identifies a rich set of research opportunities for improving our understanding of the nonmarket environment, for developing new insights to improve strategy formulation and selection, and for empirically evaluating the effectiveness of strategies for enhancing a firm's performance and legitimacy.' - *Foreword from David P. Baron, University of Stanford, USA*

'The authors of this volume have an exciting project: dragging the strategy discipline beyond the cliches of market competition towards full recognition of regulators, family networks, not-for-profits, pressure groups and state-owned enterprises as crucial actors in the contemporary environment. They advance a view in which markets are much more complex than traditionally seen.' - *Richard Whittington, Professor, University of Oxford, UK*

'A comprehensive, thorough, and contemporary examination of the field of non-market strategy. Each chapter is written by the leading figures of the discipline, and provides a complete and authoritative overview of the state of knowledge on some of the most central questions and debates. The whole spectrum of non-market activities is covered in this Companion - from corporate political activities and social responsibility, to climate change. No other non-market strategy book covers the same range of topics in this depth. This superb book is indispensable for any scholar or student of non-market strategy.' - *Kamel Mellahi, Professor, University of Warwick, UK*

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