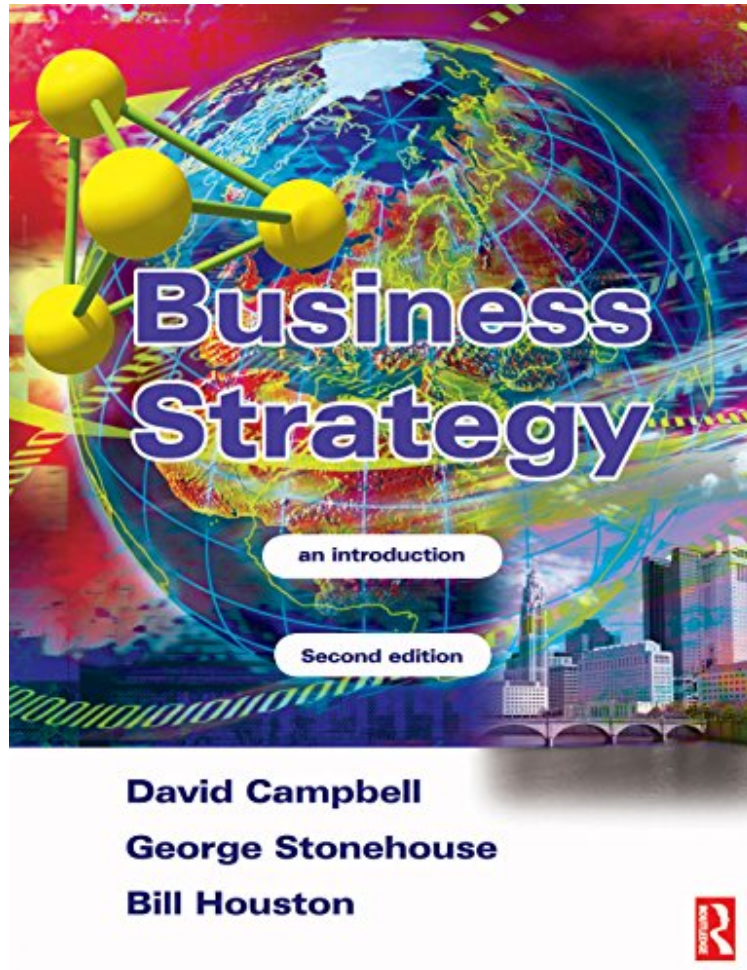


(Free) Business Strategy

Business Strategy

George Stonehouse, Bill Houston
*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#3831681 in eBooks 2003-06-11 2003-06-11 File Name: B00BMQZSBM | File size: 52.Mb

George Stonehouse, Bill Houston : Business Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Strategy:

'Business Strategy: an introduction' is an accessible textbook that provides a straightforward guide for those with little or no knowledge of the subject. It presents complex issues and concepts in a clear and compact manner, so that readers gain a clear understanding of the topics addressed. The following features are included: * A comprehensive introduction to the subjects of business strategy and strategic management * Complex issues explained in a straightforward way for students new to this topic * Student friendly learning features throughout * Case studies of varying lengths with questions included for assignment and seminar work * A discussion of both traditional theory and the most recent research in the field This second edition features new and updated case studies as well as more depth having been added to the material in the book. New chapters on business ethics, types and levels of strategy, and how

to use case studies have been incorporated. A range of pedagogical features such as learning objectives, review and discussion questions, chapter summaries and further reading are included in the text resulting in it being a user-friendly, definitive guide for those new to the subject. A web-based Tutor Resource Site accompanies the book.

'A clear and concise summary of many of the key concepts in Strategic Management. It should be of real value to students especially in the run up to exams.' Professor David Parker, Aston University.

About the Author David Campbell is senior lecturer in strategic management at Newcastle Business School, University of Northumbria at Newcastle. He is the author of several books including 'Business Strategy' and 'Organizations and the Business Environment'. His research interests include business ethics and social and environmental accounting.

George Stonehouse is also visiting professor in international strategic management, at the University of Zhengzhou, People's Republic of China. His research interests include globalisation, knowledge-based strategy and organisational learning.