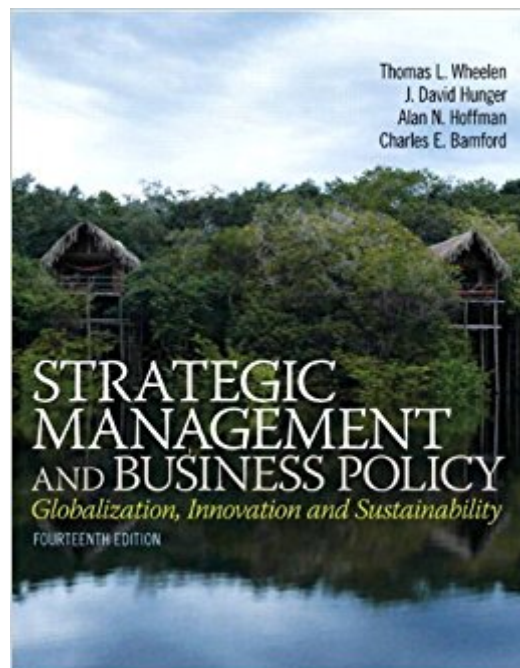


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Strategic Management And Business Policy: Globalization, Innovation And Sustainability (14th Edition)



Synopsis

A class-tested approach to Strategy for Strategic Management and Business Policy courses

Wheelen and Hunger's class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on globalization, innovation, and sustainability. This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward.

For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of Tom Wheelen and David Hunger back in 1980 at the University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and practically crafted text.

MyManagementLab for Strategic Management and Business Policy is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

This program will provide a better teaching and learning experience—for you and your students. Here's how:

- Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.
- Focus on Globalization, Innovation, and Sustainability: These three strategic issues comprise the cornerstone that all organizations must build upon to push their businesses forward.
- Help Students Apply Concepts to Real-Life Scenarios: A Strategic Management Model provides structure for content and case analysis.

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Customer Reviews

The actual learning portion of this text book is about a quarter of its total length. If you have read any other management texts, then except for the level of management they are discussing (which is board of directors and CEO/COO); it's long on concepts and short on specifics. the rest of the book is taken up by case studies and application of principles learned in the texts and real world towards the case studies. Finally there is a glossary, which is important since the text doesn't bold face/italicized or breakout in anyway important words or concepts nor have a simplified sentence or two definition. So you will need to bookmark the glossary to get key terms and words down for flash card studying.

I am renting this book for school. This book is about business strategic audit of a corporation. If you want to learn how this done or to see want kind of question you need to check your company this is a book to have.

Although it's painfully dry at times, this text is a solid reference material for coursework. Just don't use it expecting to have a good read.

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