

Strategic Management Dess Lumpkin Eisner 5th Edition

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a guide to strategic management it seeks to respond to the demands of today's rapidly changing and unpredictable marketplace that students will face when they enter the business world the concepts only text is designed to engage students and provide a solid treatment of traditional

topics in strategic management as well as contemporary topics such as entrepreneurship knowledge management and e commerce and internet strategies numerous applications from business practice plus sidebars about six in each chapter illustrate key concepts and chapter opening vignettes offer examples of what can go wrong

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providing concepts and cases this work offers a treatment of traditional topics in strategic management it also contains topics such as entrepreneurship intrapreneurship knowledge management and intellectual capital and e commerce and internet strategies each case is supported with teaching notes that include the relevant exhibits

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this book on strategic management and business policy has been designed considering the problem of students in finding out an easily understandable book covering by and large all the relate topics this book presents the fundamental concepts of strategic management with current examples and illustrations in simple lucid and student friendly manner the book along with other topics covers a business vision mission and objectives b environmental and internal analysis c corporate business functional global and e business strategies d strategic analysis and choice e strategic implementation issues f strategic evaluation and control g case study methodology the main feature of this book is a comprehensive coverage of popular analytical frameworks such as i swot analysis ii porter s five forces model iii ansoff s product market grid iv value chain analysis v bcg matrix in addition concepts like core competence competitive advantage customer driven strategy etc are elaborated extensively in the book the book is very useful for the courses such as mba pgdba bba bbm and other professional programmes at graduate and postgraduate level

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