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PRINCIPLES AND PRACTICES OF STRATEGIC MANAGEMENT



Cognella Academic Publishing. Paperback. Book Condition: New. Paperback. 126 pages. Dimensions: 10.9in. x 8.4in. x 0.5in. Practices and Principles of Strategic Management teaches undergraduate students of management about strategic planning and decision making. Unlike many traditional textbooks that focus on strategy in an overly broad or theoretical manner, this text approaches strategy as results-driven, data-driven, and dynamic. Featuring contemporary topics that are of high interest to students, the book emphasizes the practical, rather than the theoretical. The book is divided into...

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- Authored by Linda L. Brennan
- Released at -



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