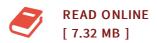




Fundamentals of Strategy with MyStrategyLab Pack (Mixed media product)

By Gerry Johnson, Richard Whittington, Kevan Scholes

Pearson Education Limited, United Kingdom, 2015. Mixed media product. Book Condition: New. 3rd Revised edition. 247 x 191 mm. Language: English . Brand New Book. One million students and business executives have used the market-leading text Exploring Strategy to boost their academic and professional careers. The expert authors now transfer the essence of Exploring Strategy into The Fundamentals of Strategy. This book is particularly suited for those engaged in short courses. Fundamentals of Strategy * Delivers the essential concepts and techniques of strategy in 10 chapters. * Engages the reader with real world strategy problems Provides insights and strategy stories from a wide range of international organisations. * Includes new material on key contemporary strategic issues such as internationalisation, entrepreneurship, social responsibility and corporate ownership and governance. * new and updated cases and illustrations featuring small and large organisations from profit and not-for-profit sectors and operating all over the world Excel in your studies, enhance your understanding and improve your grade.



Reviews

A must buy book if you need to adding benefit. It can be rally fascinating through studying period of time. I am just happy to explain how this is the very best ebook i actually have read within my individual existence and could be he finest book for ever.

-- Cydney Hand

Excellent e-book and useful one. It can be rally intriguing through looking at time period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Pasquale Klocko