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Anthony Henry is Senior Lecturer in Strategic Management at University of Central England Business School, where he is module leader for the Strategic Management module. Prior to joining higher education Tony worked as an Analyst for HSBC in London.

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This succinct textbook takes students through the key stages of strategic management: analysis, formulation, and implementation, with an emphasis on providing students with the essential tools of analysis.

Kemel Mellahi's name appears as first author in 2011 edition.

A brand new introductory text in strategic management which presents the key theories and frameworks for the analysis, formulation and implementation of strategy in a concise and accessible format. The book has been written for undergraduate and postgraduate students on one-semester or short courses. It is also particularly well suited to students of e.g. engineering, computing or other non-business disciplines taking a module in business strategy.

Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This student-focused text provides an emphasis on skills development. Packed with real-life examples of what can go wrong with even the most well-conceived strategies, there is a focus on realism throughout. With a highly accessible writing style, this text it is an invaluable learning tool for all students in this area.

Importantly, this stimulating text:

What does strategy mean to a Head of Ethics, Sustainability, and Governance in a globally-leading asset management company in London? How does the Chair of a not-for-profit community interest company, which supports women in Scotland to thrive in business, use learning to shape strategy? How is innovation, digitalization, and disruption viewed by the CEO of a Singaporean fintech start-up? Strategy: Theory, Practice, Implementation represents a new breed of textbook for this discipline. Developed in consultation with lecturers, students, and professionals, the book's research-driven Process-Practice Model of Strategy places implementation at its core, enabling students to develop a crystal clear understanding of how strategy operates in a culture of dynamism, adaptability, and change. The authors' wealth of teaching, research, and practitioner experience shines through in their writing as they strike the perfect balance between clarity and rigour. They expertly cover all the core areas of strategy, using carefully paced, step-by-step guidance to apply theories and models of strategy to a diverse range of examples, making the text the most practical of its kind. Moving beyond the limits of traditional texts, Strategy offers unique Practitioner Insights (and accompanying video interviews) gathered from professionals engaged in a range of strategic roles, across multiple industries and sectors worldwide, to help students grasp the complex reality of strategic management in practice. Strategy: Theory, Practice, Implementation ultimately provides students with a lively, critical, and highly practical approach to thinking, talking, and acting like a strategist. This text will inspire them and fully prepare them for their future career in business. Online resources accompanying the textbook include: For registered adopters: - A test bank - PowerPoint slides - Answers to, or guidance on, the chapter-opening case study questions in the book - A series of 'Boardroom Challenges' for use in group role play exercises / action learning simulations - Teaching notes on

using the 'Boardroom Challenges' in class For students: - Video interviews with the practitioners from the Practitioner Insights, and further videos providing advice on how students can enhance their employability. - Research Insights to broaden students' perspectives of academic research and its impact on strategic thinking - Links to articles, cases, chapters, or multimedia resources to support students' further reading - Additional case studies with exercises or discussion questions - Video interviews with the authors in which they discuss key theories and implementation issues - MCQs - Guidance on how to analyse a case study - Flashcard glossary

The premise of this volume is that the complex social processes that animate strategic decisions involve not only top-level executives, but also middle managers distributed throughout the organization. Designed for doctoral students and others interested in middle managers and strategy process, the Handbook integrates the threads of scholarly work in this domain and charts a course for future research. Chapters are written both by scholars who have 'paved the way' for the middle management perspective and scholars who have done recent, cutting edge research from this point of view.

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