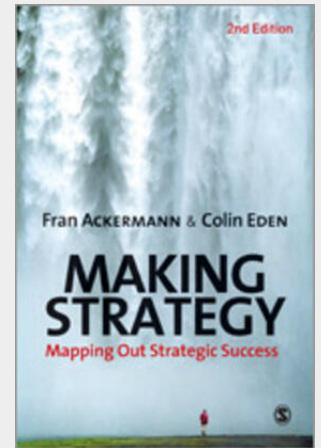


Ackermann / Eden

Making Strategy

Mapping Out Strategic Success

This lucid and highly-accessible text addresses the challenges of how to build a robust and implementable strategy. Strategy making is seen as something relevant to managers of departments, divisions, SME's, as well as the top management teams of public and for-profit organizations. Four key routes to creating a strategy are discussed. These routes, when taken together, provide a powerful means for agreeing a negotiated strategy, and comprise: strategic issue management, agreeing organizational purpose, competitiveness from the exploitation and protection of distinctiveness, and the strategic management of stakeholders. The designs have been used extensively, in a wide range of countries, by management teams in all types of organisations.



226,50 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781849201193

Medium: Buch

ISBN: 978-1-84920-119-3

Verlag: Shanaya Wagh

Erscheinungstermin: 19.09.2011

Sprache(n): Englisch

Auflage: 2. Auflage 2011

Produktform: Gebunden

Gewicht: 748 g

Seiten: 376

Format (B x H): 170 x 244 mm

