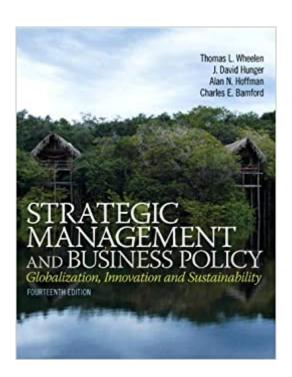


## The book was found

# Strategic Management And Business Policy: Globalization, Innovation And Sustainablility (14th Edition)





# Synopsis

A class-tested approach to Strategy for Strategic Management and Business Policy courses ¿ Wheelen and Hungerâ ™s class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on globalization, innovation, and sustainability. This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. Â; For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of Tom Wheelen and David Hunger back in 1980 at the University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and practically crafted text. Â. MyManagementLab for Strategic Management and Business Policy is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and examsâ "resulting in better performance in the courseâ "and provides educators a dynamic set of tools for gauging individual and class progress. ¿ This program will provide a better teaching and learning experienceâ "for you and your students. Hereâ ™s how: Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Focus on Globalization, Innovation, and Sustainability: These three strategic issues comprise the cornerstone that all organizations must build upon to push their businesses forward Help Students Apply Concepts to Real-Life Scenarios: A Strategic Management Model provides structure for content and case analysis. Â; Note: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for ISBN-10: 0133254186/ISBN-13: 9780133254181. That package includes ISBN-10: 0133126145/ISBN-13: 9780133126143 and ISBN-10: 0133123685/ISBN-13: 9780133123685. ¿ MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor.

### Book Information

Hardcover: 832 pages

Publisher: Pearson; 14 edition (February 2, 2014)

Language: English

ISBN-10: 0133126145

ISBN-13: 978-0133126143

Product Dimensions: 8.3 x 1.4 x 10.1 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 21 customer reviews

Best Sellers Rank: #10,171 in Books (See Top 100 in Books) #48 in Books > Business & Money

> Processes & Infrastructure > Strategic Planning #58 in Books > Business & Money >

Management & Leadership > Systems & Planning #494 in Books > Textbooks > Business &

Finance

#### Customer Reviews

The actual learning portion of this text book is about a quarter of its total length. If you have read any other management texts, then except for the level of management they are discussing (which is board of directors and CEO/COO); it's long on concepts and short on specifics. the rest of the book is taken up by case studies and application of principles learned in the texts and real world towards the case studies. Finally there is a glossary, which is important since the text doesn't bold face/italicized or breakout in anyway important words or concepts nor have a simplified sentence or two definition. So you will need to bookmark the glossary to get key terms and words down for flash card studying.

I am renting this book for school. This book is about business strategic audit of a corporation. If you want to learn how this done or to see want kind of question you need to check your company this is a book to have.

Although it's painfully dry at times, this text is a solid reference material for coursework. Just don't use it expecting to have a good read.

Ahead of promised delivery date, as described.

I liked this product because of its interest updated content.

It basically gets the job done.

Nicely written, good case studies. Great search functionality.

good

#### Download to continue reading...

Strategic Management and Business Policy: Globalization, Innovation and Sustainablility (14th Edition) Concepts in Strategic Management and Business Policy (14th Edition) Strategic Management of Technological Innovation (Irwin Management) Strategic Management: Competitiveness and Globalization- Concepts and Cases, 11th Edition Industrial Policy and Economic Transformation in Africa (Initiative for Policy Dialogue at Columbia: Challenges in Development and Globalization) The Pill Book (14th Edition): New and Revised 14th Edition The Illustrated Guide To The Most-Prescribed Drugs In The United States (Pill Book (Mass Market Paper)) Engineering Mechanics: Statics Plus MasteringEngineering with Pearson eText -- Access Card Package (14th Edition) (Hibbeler, The Engineering Mechanics: Statics & Dynamics Series, 14th Edition) Strategic Management: Concepts and Cases: Competitiveness and Globalization Strategic Management: Concepts: Competitiveness and Globalization Business and Society: Stakeholders, Ethics, Public Policy, 14th Edition Strategic Innovation Management Strategic Management of Technological Innovation Remaking New York: Primitive Globalization and the Politics of Urban Community, Vol. 12 (Globalization and Community) Globalization, Culture, and Branding: How to Leverage Cultural Equity for Building Iconic Brands in the Era of Globalization A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) The Royal Castles of Denmark during the 14th Century: An Analysis of the Major Royal Castles with Special Regard to their Functions and Strategic ... Museum Studies in Archaeology & History) Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation Foresight for Science, Technology and Innovation (Science, Technology and Innovation Studies)

Contact Us

DMCA

Privacy

FAQ & Help