

Chapter 1 Strategic Management And Strategic Competitiveness

Strategic management of companies and organisational entities is not merely about the long-term – it is also about having a holistic and end-to-end perspective. The practice of strategic management goes beyond conceptual and analytical development of strategies and execution thereof. It has deep behavioural and philosophical undertones as well. This book, *Strategic Management: Practice and Philosophy for India Inc.*, brings together multiple concepts of competitive strategy and strategic leadership of companies and organisational entities into one volume. It reflects the author's rich and diversified experience covering the last forty-six years of operational and strategic leadership roles in Indian and multi-national companies across multiple industries. The book will be useful for executives, managers and leaders as well as management students. The book will provide several additional insights and constructs for academicians engaged in management teaching and research.

Harvard professor, Michael Porter has been one of the most influential figures in strategic management research over the last three decades. He infused a rigorous theoretical framework of industrial organization economics with the then still embryonic field of strategic management and elevated it to its current status as an academic discipline. Porter's outstanding career is also characterized by its cross-disciplinary nature. Following his most important work on strategic management, he then made a leap to the policy side and dealt with a completely different set of analytical units. More recently he has made a foray into inner city development, environmental regulations, and health care services. Throughout these explorations Porter has maintained his integrative approach, seeking a road that links management case studies and the general model building of mainstream economics. With expert contributors from a range of disciplines including strategic management, economic development, economic geography, and planning, this book assesses the contribution Michael Porter has made to these respective disciplines. It clarifies the sources of tension and controversy relating to all the major strands of Porter's work, and provides academics, students, and practitioners with a critical guide for the application of Porter's models. The book highlights that while many of the criticisms of Porter's ideas are valid, they are almost an inevitable outcome for a scholar who has sought to build bridges across wide disciplinary valleys. His work has provided others with a set of frameworks to explore in more depth the nature of competition, competitive advantage, and clusters from a range of vantage points.

Strategic Management (2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and internal analyses.

This comprehensive book offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps readers develop an understanding of the wide range of theories and research available in this field—from competitive strategy and industry analysis to environmental trends and ethics. Integration of international issues throughout provides an essential understanding of global economics and its impact on business activities in any location. Chapter topics explore basic concepts in strategic management; corporate governance and social responsibility; environmental scanning and industry analysis; internal scanning and organizational analysis; strategy formulation; strategy implementation; evaluation and control; and strategic issues in managing technology and innovation, entrepreneurial ventures, small businesses, and not-for-profit organizations. For Strategic Planners and Chief Executive Officers.

Cutting edge thinking and best practice from the best brains at four of the world's top business schools. Everyone in business is involved in strategy. Whether it be formulating it or implementing it. Every business from Fortune 500 companies to internet start-ups is reliant on strategy for survival and success. *Mastering Strategy* brings you the latest thinking from the world's top international business schools. This rich mix of thought leadership covers all the top strategy issues, from mergers & acquisitions, risk, technology, and alliances, to knowledge, governance, globalization, and leadership. With contributors from among the world's top strategists, including C.K. Prahalad, Henry Mintzberg, John Kay, Noel Tichy, and W. Chan Kim, this book combines definitive new thinking with examples of leading corporate strategies. Strategy is everybody's business. Become a master of yours. SAID The Said Business School is the business school of the University of Oxford, and the newest department in one of the world's oldest universities. The school was established in 1998 through an initial £20m benefaction from Mr Wafic Said and matching funding from the University. It specializes in high level research into international business topics, including strategy, finance and corporate governance. The school also offers MBA, undergraduate and research degrees to an international student body. INSEAD In just 40 years, INSEAD has grown from a modest European educational start-up to one of the world's leading business schools, with more than 650 MBAs, 5,500 executives and 40 PhDs from over 75 countries passing through its programs every year. Participants are taught by an internationally recognized faculty of 124 professors from 26 countries. The institute's extensive alumni network is present in 122 countries and represents more than 20,200 MBA and executive alumni. CHICAGO The University of Chicago Graduate School of Business is at the forefront of bringing a discipline-based approach to the study of business. Chicago GSB is known for its world renowned faculty, which includes more Nobel Prize winners than any other business school. Chicago GSB is also known for its strength in a number of areas

including strategy, finance, entrepreneurship, international business, general management, economics, accounting, marketing and its innovative MBA program, which has campuses in Barcelona, Singapore and Chicago. MICHIGAN In Business Week magazine's bi-annual survey of corporate executives, the University of Michigan Business School (UMBS) was rated the most innovative business schools in the United States. UMBS's MBA and undergraduate programs blend the school's unusual across-the-board academic prowess with intensive development of applied skills and capabilities for results-producing leadership. In addition to degree programs, the Executive Education Center at UMBS offers a wide range of public and customized programs for working executives. More than 5,000 people participate in these programs each year, both on the school's campus in Ann Arbor, Michigan, and in overseas locations.

Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how today's businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening cases introduce chapter concepts, and mini cases offer new contexts of study. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

In *Strategic Management: Theory and Practice, Fourth Edition*, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from *The Wall Street Journal* and *Financial Times*, illustrate the key role of strategic management in the United States and around the world.

Now published in its Third Edition, *Principles of Strategic Management* by Tony Morden is a proven textbook that offers a comprehensive introduction to the study and practice of strategic management. This new edition covers the fundamentals of strategic analysis and planning, strategy formulation, strategic choice, and strategy implementation. It contains new material on leadership and corporate governance, and on the strategic management of time, risk, and performance. There is a new chapter on the key issue of crisis and business continuity management. The book retains the strong international flavour of its predecessors. The book is constructed in sharply focused Parts and Chapters. The text is then broken down into accessible Sections. The presentation is clear and reader-friendly. *Principles of Strategic Management* is ideal for use on undergraduate, conversion masters, and MBA courses in business and management. Its reader-friendly approach also makes it suitable for block-release type courses, distance-learning programmes, self-directed study, in-company training, and continuing personal professional development.

Nonprofit organizations are complex and distinctive organizational entities. The literature of strategic management poses some interesting challenges and is only partially developed to inform decision making for nonprofit managers. *Strategic Management in Nonprofit Organizations* uses a strategic management framework to consider key decisions that nonprofit managers and volunteer leaders confront as they plan and work to position their organizations for optimal success. Key Features - Fills a gap in the current literature by providing a thorough examination of management and planning issues experienced by nonprofit managers, including challenges such as muted markets and specific performance expectations. - Blends together theoretical, empirical, and normative literature with descriptive stories of managing in the sector. - Suggests some optimal practices for managers who want to strengthen their organizations. - Perfect for graduate students in nonprofit management programs. - Supported by a complete package of instructor ancillary materials including an Instructor's Manual, PowerPoints, and Test Bank Contents: Chapter 1 Nature of Nonprofit Organizations Chapter 2 Framing Strategic Choices Chapter 3 External Environment Chapter 4 Internal Capabilities Chapter 5 Public Benefit Strategies Chapter 6 Analysis of the Task Environment Chapter 7 Corporate Strategy, Structures, and Planning Chapter 8 Service Strategies Chapter 9 Social and Political Strategies Chapter 10 Financial Resource Strategies Chapter 11 Inter-Organizational Relationships Chapter 12 Strategic Leadership

Through select contributions, this edited volume presents a current discourse on strategic management specifically through the lens of industry dynamism. It re-examines the enduring call for dynamic strategies and capabilities at the firm and industry level, drawing case studies from a diverse array of geographic locations. Its findings are presented in two succinct sections: "On Dynamic Strategies" and "On Dynamic Capabilities," which collectively read as a unit.

Provides a concise yet rigorous introduction to strategic management and its contemporary challenges, with multiple examples, case studies and references.

A structured strategic management approach is what's needed to tackle the revolutionary change the health care system has been experiencing. Today, health care organizations have almost universally embraced the strategic perspective first developed in the business sector and now have developed strategic management processes that are uniquely their own. Health care leaders have found that strategic thinking, planning, and managing strategic momentum are essential for coping with the dynamics of the health care industry. Strategic Management has become the single clearest manifestation of effective leadership of health care organizations. The 7th edition of this leading text has been revised and updated to include a greater focus on the global analysis of industry and competition; and analysis of the internal environment. It provides guidance on strategic planning, analysis of the health services environment (both internal and external) and lessons on implementation. It also looks at organizational capability, sustainability, CSR and the sources of organizational inertia and competency traps.

Creating Organizational Advantage presents a critical appraisal of fashions and fads in management theory. It exposes the strategic weaknesses of change programmes such as Total Quality Management and Business Process Re-Engineering and explains why so many companies fail to become 'market-led' or 'customer-focused'. An examination of global competitive forces and the internationalization pressures faced by companies provides insight into key strategic challenges as we approach the 21st century. *Creating Organizational Advantage* analyses: how globalization is forcing organizations to address their 'strategic sloppiness', why companies seek 'panacea' solutions to basic business problems, the strategic dimensions of organizational change programmes, the role of joint ventures and strategic alliances in compensating for shortfalls in core competencies. These key themes are integrated within a framework which proposes balanced solutions for organizational survival and strategic prosperity. Many of the ideas for the book came from the author's research consultancy and executive development experience with international organizations, including: Bass Taverns, British Steel, BT, Burmah Castrol, Cadbury

Schweppes, CAMAS, Coopers & Lybrand, Coral, ECC, GPT, Grace Dearborn, Hitachi, Kodak, KPMG, Lucas Aerospace, Northern Telecom, Philips, Raychem, Reed Elsevier, Rolls-Royce plc, Shell Chemicals, Siemens-Nixdorf.

Current modern companies, which are also the key factors of a global economy, are subject to increasing pressures to conduct their business in an environmentally responsible manner, due to social and environmental problems. Improving long-term environmental performance can bring economic benefits to those companies that are innovative and environmentally sensitive, especially by integrating environmental information into their business strategies. Considering all the changes, sustainability reporting, management, and financial accounting becomes a powerful information tool for executives, managers, and employee teams to gain insights and make better decisions. Along with concepts such as ethical, controlling, auditing, management, and financial accounting, reporting provides value with the decision-making process. All these debates underline the major responsibility of users when configuring accounting and finance models and thereby in modelling business information. Sustainability Reporting, Ethics, and Strategic Management Strategies for Modern Organizations proposes an interdisciplinary perspective and explores various theoretical and practical approaches of ethical standards, management accounting, and their impact in the 21st century on different areas of activity. It contrasts external financial accounting for government regulators and the investment community with internal management accounting for managers to leverage for decision making. In addition, the book examines the role of management accounting and sustainability reporting from other points of view such as ethical standards, corporate social responsibility, creative accounting, green accounting, environmental indicators, e-accounting, KPI, lean accounting, controlling, auditing, reporting, etc., offering a number of new insights into management accounting. It is intended for chief financial officers, financial controllers, business analysts, financial planners, financial analysts, budgeting managers, executives, managers, academicians, researchers, and students.

A comprehensive, modern approach to strategic management, which deals fully with the theoretical aspects of corporate planning as well as providing practical guidance on application. This encyclopaedic handbook - a classic since its award winning appearance in 1974 - is now completely revised and updated to carry strategic management theory and practice towards the next century. Both analytical and behavioural aspects of planning are treated in depth. Strategic analysis is covered in particular detail, with case studies reporting proven, and often original applications of these theories. Environment scanning, technology, managing change and human resource planning each have new chapters. With comprehensive reference lists, and a guide to research resources, this volume will prove invaluable to researchers and advanced students as well as to the practising management.

Students trying to navigate the strategy jungle may lose sight of the fact that strategic management is about creating value in an organization. Understanding strategic management is a core part of all business qualifications and this textbook brings a new and easy-to-follow understanding of this vital business function. In addition to walking the student through the basics of the subject, the authors provide an array of analytical tools to help facilitate a thorough understanding of strategic management. The book addresses thoroughly the impact of financial markets on a firm's strategic capabilities, as well as looking at other challenging environmental factors. Aided by an array of student-friendly features, such as: learning objectives, 'strategic management in practice' case studies and review questions in each chapter, Strategic Management will help students to excel in their strategic management classes and better prepare them for the real business world. A comprehensive companion website, containing a wealth of supplementary materials for students and lecturers alike, is available at: <http://www.routledge.com/cw/fitzroy>.

As the global economy continues to develop and new entrepreneurs take advantage of emerging markets, the small business sector plays a greater role of economic development in the international arena. The Handbook of Research on Strategic Management in Small and Medium Enterprises contributes new research to the current array of literature on small business management under diverse geographic, economic, and socio-cultural conditions. By exploring existing theories in tandem with fresh viewpoints, this book will serve as a valuable reference to students, lecturers, researchers, entrepreneurs, and policy makers investigating the use of strategic management in various scenarios and situations. The first theoretically grounded book to present an operational framework for competence-based strategy, complete with operational tools.

This comprehensive text offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps students develop an understanding of the wide range of theories and research available in this field—from competitive strategy and industry analysis to environmental trends and ethics. Integration of international, as well as specifically Canadian, issues and examples throughout provides an essential understanding of both Canadian global economics and its impact on business activities in any location.

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.

This edition, which now includes fully classroom-tested case studies, covers the core aspects of the business strategy syllabus as well as reflecting the cutting edge of strategic management thought.

Airborne Express, Hershey's, Motorola, Pillsbury—how do the executives of international corporations formulate effective strategies for corporate success? Filled with helpful insights into the state of the art in strategic management, this book provides a framework for the formulation, implementation, and control of strategies for all types of domestic and global organizations. You'll also find 21 suggested corporate cases for analysis (complete with reference sources), including Blockbuster Video, PepsiCo, Harley-Davidson, Nike, Home Depot, and Microsoft. This up-to-date volume gives you a comprehensive overview of strategic management in an easy-to-read format. It addresses important current issues, such as TQM (Total Quality Management), reengineering, benchmarking, and the formulation of strategic management in international markets. Strategic Management: Formulation, Implementation, and Control in a Dynamic Environment is a part of The Haworth Press, Inc. promotion book series edited by Richard Alan Nelson, Ph.D., APR. Here is a small sample of what Strategic Management: Formulation, Implementation, and Control in a Dynamic Environment will teach you about: the definition, meaning, and history of strategic management the difference between business policy and business strategy corporate structure, governance, and culture mission statements how to assess the corporate/business environment—internal, external, and macro how to formulate an effective business strategy strategic alternatives—specialization, diversification, alliances, joint ventures, acquisitions, and more dealing with foreign governments and competing on a global scale the role of the general manager and the board of directors the control process and ways to measure the financial soundness of strategic decisions management techniques for not-for-profit

companies Strategic Management: Formulation, Implementation, and Control in a Dynamic Environment is an ideal reference for any teacher, student, or professional in the management arena.

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.

This book provides the readers with a map of the higher education systems and strategic management trends in the higher education institutions within countries of the Ibero-America region. The key feature of this volume is the presentation of a conceptual framework as a point of reference for the development of university management systems in a specific context. Furthermore, the book provides an overview of the development of higher education in Latin America and the Caribbean, to advance understanding of the changes observed in the institutional strategic management setting. The book examines and compares the types of strategic management processes used, as well as the models of applicability of strategy-making. This analysis is done by cutting through a critical review of the processes and systems of university management used in the various analysed countries, and pays special attention to the actors involved, the processes, the reporting systems, the expectations and the limitations. Additionally, the book introduces a methodology for the identification and implementation of best practice in university strategic management, and presents practical suggestions about the ways in which processes and models can be used to increase quality and competitive advantage. Strategic Management is a core strategy textbook, covering all the major topics particularly from a global perspective. It delivers comprehensive coverage of the subject in an easy-to-read style with extensive examples and a range of free support material that will help you learn actively and effectively. This eighth edition of Strategic Management builds on proven strengths ... · over 70 short case studies to provide easily accessible illustrations of strategy in practice and additional cases available online to provide more in-depth examples of recent strategic decisions involving Sony, Apple and industry sectors · a continuous contrast between prescriptive and emergent views of strategy to highlight the key debates within the discipline · emphasis on practice throughout with features to help you turn theory into practice · major international strategy cases from Europe, Africa, China, India, Middle East and the Americas · clear exploration of the key concepts · comprehensive, logical structure to guide you through this complex subject · Specialist chapters on public/third sector strategy, green strategy and sustainability, entrepreneurial strategy and international and global strategy New for the eighth edition: - Dynamic capabilities and resource renewal explored in a revised and updated chapter - Emergent strategy completely revised in two new chapters, one focusing on innovation, and technology and the other exploring knowledge and learning - New material on innovation and strategy in uncertain environments - Case studies from large and small organisations from Google, Spotify and Cadbury to Snapchat, Uber and green energy companies with 14 new cases and many cases updated This new edition also includes a wealth of free, online, open-access learning resources. Use these materials to enhance and test your knowledge to improve your grades. Online resources include web based cases with indicative answers, chapter based support material, long cases and multiple-choice questions. Richard Lynch is Emeritus Professor of Strategic Management at Middlesex University, London. He is an active researcher, lecturer and consultant, particularly in the area of global strategy and sustainable strategy.

Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet thoroughly practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how today's businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening cases introduce chapter concepts and mini cases offer new contexts of study. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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.

The central resource for process improvement and innovation, this book includes valuable techniques to identify and improve organizational processes, as well as manage the change that accompanies implementation. Strategic Management for Public and Nonprofit Organizations discusses SWOT analysis, TQM, systematic innovation, Six Sigma, quality functi

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

STRATEGIC MANAGEMENT: Creating Competitive Advantages, 3/e, by Dess, Lumpkin, and Eisner, responds to the demands of today's rapidly changing and unpredictable global marketplace that students will face when they enter the business world. The concepts-only text provides students with a timely, rigorous, and relevant book written in an engaging manner to spur their interest and excitement. This book provides a solid treatment of traditional topics in strategic management as well as contemporary topics such as entrepreneurship, knowledge management, and e-commerce and internet strategies. Numerous applications from business practice plus sidebars (approximately six per chapter) bring key concepts to life. Instructors can create their own case volumes for use with Strategic Management 3rd Edition from a variety of source- pre-selected case packets, customizing from a recommended set which have been carefully mapped to the chapter concepts, or from the entire Primis database which features cases from Harvard, Darden, INSEAD, Ivey, and other reputable sources.

Strategic Management 7th Edition offers a comprehensive examination of regional and international issues to provide a

complete, accurate and up-to-date explanation of the strategic management process. This edition includes new coverage on the public sector, not-for-profit organisations, Australian legal frameworks and corporate social responsibility as well as examples and cases from Australia, New Zealand and Asia-Pacific. This coverage of localised content serves to engage students and reflects the current climate of strategic management while updated international content demonstrates how strategic management is used in the global economy. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools au.cengage.com/mindtap

In this edition, Hill and Jones maintain the focus on their trademark, up-to-date scholarship and "hands-on" applications. This leading strategy text integrates current research of developing trends with updated cases and increased coverage of technology. Highlights from this revision include new material on the link between performance and competitive advantage in Chapter 1; analyzing sources of competitive advantage and profitability in Chapter 3; and business strategy and game theory in Chapter 5. Plus, Chapter 6 covers how competition and strategy change as industries pass through different growth stages, and Chapter 9 addresses horizontal integration and strategic outsourcing. All chapter-opening and chapter-closing cases are new and the authors have either replaced or substantially revised all "Strategy in Action" boxes. This edition also contains a new ongoing case on Dell, introducing relevant aspects of the company's strategy and performance to reinforce the practical application of key concepts and also illustrate how successive chapter topics tie together. Each chapter retains popular features from previous editions, including a chapter summary, discussion questions, and a "Practicing Strategic Management" section with four different exercises--"Small-Group Exercise, Strategic Management Project, Article File, and "Exploring the Web." New! Chapter 7, "Strategy in High-Technology Industries, covers rapid technological change in relation to industry standards, network economics, cost structure, managing intellectual property rights, and strategies for capturing "first mover" advantage." New! Chapter 11, "Corporate Performance, Governance, and Business Ethics, examines ethical business issues in light of recent events involving corporate managers at Enron, WorldCom, Tyco, and Computer Associates. The chapter covers both the negative impact on corporate performance and the implementation of new governmental safeguards as a result of these cases." New! This edition features 27 new and 16 thoroughly revised case studies--forming a total of 43 high-quality cases covering small, medium, and large companies (domestic and international). These companies include Napster, Nike, The Body Shop, Toyota, Treo/Handspring, The Video Game Industry, SAP, Wal-Mart, Kmart, AOL Time Warner, and Viacom. Some cases are from Harvard Business School, Thunderbird, and Ivey--other cases have been researched and written by the authors or well-known case writers." New! A new full-color design of the section on theory helps to enhance students' interest. In addition, the section on cases features a new complementary two-color design.

Aimed at professionals within Library and Information Services (LIS), this book is about the management of technology in a strategic context. The book is written against a backdrop of the complete transformation of LIS over the last twenty years as a result of technology. The book aims to provide managers and students of LIS at all levels with the necessary principles, approaches and tools to respond effectively and efficiently to the constant development of new technologies, both in general and within the Library and Information Services profession in particular. It looks at the various aspects of strategy development and IT management, and reviews the key techniques for successful implementation of strategy and policy. Written from a highly knowledgeable and well-respected practitioner in the field Draws on the author's wide-ranging practical experience of major strategy development and project management in technology within the library and information services field Provides practical and realistic solutions to real-world problems

This highly popular introduction to strategic management has now been revised to take account of the latest developments in the field. New edition of a highly popular introduction to strategic management. Provides a clear framework for understanding the issues incorporate strategy, supported by current case examples. Revised to take account of the latest development in the field. Now features twelve new cases. Includes new chapters on issues relating to the resource-based view of the firm, innovation, learning, and the 'new economy'. Includes a new concluding chapter looking at present and future issues in strategic management. Continues to combine the latest management concepts with an emphasis on current business applications and implementation.

Strategic Management: A Stakeholder Approach was first published in 1984 as a part of the Pitman series in Business and Public Policy. Its publication proved to be a landmark moment in the development of stakeholder theory. Widely acknowledged as a world leader in business ethics and strategic management, R. Edward Freeman's foundational work continues to inspire scholars and students concerned with a more practical view of how business and capitalism actually work. Business can be understood as a system of how we create value for stakeholders. This worldview connects business and capitalism with ethics once and for all. On the 25th anniversary of publication, Cambridge University Press are delighted to be able to offer a new print-on-demand edition of his work to a new generation of readers.

"This book makes an effort to explore the interaction of information technology and strategic management and aims to encourage joint research efforts among IT and strategy scholars for common solutions"--Provided by publisher.

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