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[Strategic Management](#)-John A. Pearce 2011

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout Strategic Management, 12e. Pearce and Robinson have retained high level of academic credibility and market-leading emphasis on strategic practice with this edition. This text continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The 12th edition offers 30 cases with a mixture of small and large firms; start-ups and industry leaders; global and domestically focused companies; and service, retail, manufacturing, technology, and diversified activities. Pearce and Robinson continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student.

Strategic Management: Formulation, Implementation and Control (Special Indian Edition)-PEARCE

Leadership in Organizations-David I. Bertocci 2009-05-16

Leadership in Organizations is the first in a series of three books written primarily for distance-learning students in online undergraduate and graduate programs with a focus on management, leadership, and organizational development. This first book introduces concepts, theories, and principles of leadership across a broad spectrum and is intended for students in online courses on leadership, management, and business. A signature theme of the book is the distinction between leadership and management. This book presents a real-world view to help students learn to recognize the dynamics of leadership theory in operation so that they can begin to apply these principles to situations in their work environments.

Strategic Management and Economics in Health Care-Michael Chletsos 2020-01-01

This book offers significant managerial and economic knowledge on hospitals, and will serve as a valuable tool for explaining complicated managerial and economical problems, and for facilitating decision-making processes. It bridges management and economic sciences - two complementary sciences that feed the process of making rational decisions. With particular reference to the education, the main aim of this book is to provide students of relevant schools and departments with the knowledge (managerial and economic) that will enable them to deal both efficiently and effectively with the real problems arising in a health care organization such as a hospital. In particular, by equipping students with appropriate managerial and economic knowledge, the aim is to give them a clear understanding of HOW to deal with the diverse and complex problems of hospitals while at the same time helping them to develop strategic approaches that will make hospitals more efficient and sustainable.

Strategic Management-John A. Pearce II 2018-09-19

The fourteenth edition of Strategic Management continues to emphasize on planning for domestic and global competition that is integral to strategic decision-making. This revised edition is specially designed to accommodate the needs of strategic management students worldwide. The unique pedagogy reflects strategic analysis and innovation at different organizational levels. Real business situations from around the world, in both large and small entrepreneurial companies, are evident in the form of 25 globally engaged cases, 57 Global Strategy in Action (NEW), 35 Strategy in Action (NEW) modules. Salient Features: - Globalization as a central theme - Focus on business ethics and corporate social responsibility - Special sections covering regulations in India such as Consumer Protection Act, Environment Protection Act, etc. - Innovation and entrepreneurship frameworks to guide strategic decisions that accelerate

Systems, Software and Services Process Improvement-Rory V. Connor 2011-06-22

This volume constitutes the refereed proceedings of the 18th EuroSPI conference, held in Roskilde, Denmark, in June 2011. The 18 revised full papers presented together with 9 key notes were carefully reviewed and selected. They are organized in topical sections on SPI and assessments; SPI and implementation; SPI and improvement methods; SPI organization; SPI people/ teams; SPI and reuse; selected key notes for SPI implementation.

Initiation of Educators into Educational Management Secrets-Christos Saitis 2017-08-18

This book provides a comprehensive method for learning modern management processes, and applying those methods to improve leadership in educational settings. The authors include case studies and techniques to solve a variety of managerial problems so that members of the educational community may improve their abilities and skills in a range of related disciplines, including: strategic planning, effective decision making, time management, management conflict strategies, oral communication, management strategies for school crises, and the development of good relations and a cooperative spirit.

[Comparative Entrepreneurship Initiatives](#)-C. Usui 2011-08-31

This book investigates entrepreneurial initiatives in the three largest economies of the world: China, Japan and the USA. It brings together historical, institutional, and ethnographic approaches and highlights entrepreneurial patterns that result from cultural, legal, and political forces that facilitate and constrain entrepreneurship.

Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods-Delener, N. 2012-01-31

"This book explores areas such as strategy development, service contracts, human capital management, leadership, management, marketing, e-government, and e-commerce"--Provided by publisher.

Strategic Human Resources Management in Health Services Organizations-S. Robert Hernandez 2009-06-22

The third edition of Strategic Human Resources Management In Health Services Organizations articulates the links that exist among strategy, organizational design and behavior, and human resources management: It not only describes human resources functions within organizations but also provides a model of major organizational components that shape the human resources options available for health services managers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

[Evaluating Strategy](#)-Patrizi 2010

Strategy has emerged as a watchword of modern change efforts. Calls to be strategic are sounded in the private sector, government, philanthropy, and the not-for-profit sectors. Management experts stress the importance of strategic thinking. Change agents are urged to act strategically. Strategic planning has long been a mainstay of organizational development. Leaders in all sectors talk not about theories of change or logic models, but about being strategic: Strategic thinking. Strategic planning. Strategic results. Being strategic. Strategy execution. Effective strategies. Adapting strategically. And, now, evaluating strategy. But strategy is a new unit of analysis for evaluation. Traditionally, evaluation has focused on projects, programs, products, policies, and personnel. What does it mean to treat strategy as the evaluation focus, as the thing evaluated? What is strategy? How does one evaluate strategy? What are the implications of this new direction for evaluation theory, methods, practice, and, ultimately, use? This issue examines these questions and provides examples of strategy-focused evaluations. Evaluating strategy is not about evaluating strategic planning, or even strategic plans. It's about evaluating strategy itself. Strategy is the evaluand. That poses new challenges and offers new opportunities to meet the information needs of evaluation users. For evaluation to be relevant to decision makers and leaders, the focus of the evaluation must be on what they are concerned about and what they care about. Increasingly, they care about identifying and implementing effective strategies. That's where evaluation enters the picture. Evaluating strategy has the purpose of making strategy more effective, differentiating effective from ineffective strategies, and contributing to the ongoing development and adaptation of strategy in response to changing conditions and real-world complexities. Evaluating strategy is a new direction for evaluation, one that is likely to take on increasing importance--if evaluators learn to do it well. This issue takes up that challenge. This is the 128th volume of the Jossey-Bass quarterly report series New Directions for Evaluation, an official publication of the American Evaluation Association.

Cases on Digital Strategies and Management Issues in Modern Organizations-Santos, José Duarte 2021-11-19

Business strategy is not an abstract concept; it is a type of work that is designed for complex theoretical conceptualization. While there are numerous sources exploring the theoretical ideas of strategy, very few demonstrate the real value of strategy tools, concepts, and models in practice. Cases on Digital Strategies and Management Issues in Modern Organizations is a pivotal reference source that provides original case studies designed to explore various strategic issues facing contemporary organizations, evaluate the usefulness of strategy tools and models, and examine how successful and failing companies have faced strategic issues with practical ideas and solutions. While highlighting topics such as business ethics, stakeholder analysis, and corporate governance, this publication demonstrates various ways that different models/tools can be applied in different types of companies for various purposes and from diverse perspectives. This book is ideally designed for managers, executives, managing directors, business strategists, industry professionals, students, researchers, and academicians seeking current research on key business framework strategies.

After Leadership-Brigid Carroll 2018-10-05

Leadership studies today resembles a bewildering diversity of theories, concepts, constructs and approaches, struggling in huge part for meaning, relevance and impact. As Dennis Tourish so eloquently puts it, much of the literature suffers from ‘unrelenting triviality’ and ‘sterile preoccupations’. Seeking to create a clean break from this current state of leadership studies, After Leadership begins with the premise of a post-apocalyptic world where only fragments of ‘leadership science’ now remain, echoing Alisdair McIntyre’s imagining of such a scene as the basis for re-establishing the foundations and focus of moral theory. From these fragments, the authors seek to construct a new leadership studies that challenges much of the established thinking on leadership, exposes its limitations and biases, and, most importantly, seeks to construct the foundations of a more inclusive, participatory, bold, relational and social platform for leadership in the future. After Leadership thus imagines a brave new world where what leadership is and what we seek from it can be developed anew, rather than remaining bound up in the problematic traditions and preoccupations that characterise leadership studies today. Offering both full length chapter explorations that explore new ways of understanding and practicing leadership, as well as shorter essays that aim to provoke further reflection on leadership and what we seek of it, After Leadership offers a uniquely critical and creative collection that will inspire students, scholars and leadership educators to reconsider their understanding and practice of leadership.

Structure in Nature Is a Strategy for Design-Peter Pearce 1980-06-16

"The structural designs that occur in nature - in molecules, in crystals, in living cells - appear in this fully illustrated book as a source of inspiration and study of design of man-made structures" -- BOOK JACKET.

Academic Planning-Daniel James Rowley 2004

Academic Planning examines the importance of building a college or university academic plan alongside the institution's strategic plan. While the strategic plan outlines the various strategies the campus has chosen to make itself more financially stable and compatible with crucial external controls, the most significant offerings of a campus are its academic products- research, teaching, service, and intellectual products. It seems apparent that both plans should be developed alongside each other, but evidence suggests that in many cases, they are developed independently. In this book the authors contend that this is a fundamental mistake.

[South African Human Resource Management](#)-Ben Swanepoel 2003

South African Human Resource Management focuses on the knowledge and skills that managers at all levels need. The authors integrate contemporary international research and implementation with a South African perspective.

Encyclopedia of Business Information Sources-Linda D. Hall 2008

Each updated edition of this detailed resource identifies nearly 35,000 live, print and electronic sources of information listed under more than 1,100 alphabetically arranged subjects -- industries and business concepts and practices. Edited by business information expert James Woy.

Business Strategy-J. -C. Spender 2014-01-30

What is strategy? For many it is the application of a theory, model or framework. In this book Spender develops a different creative approach. Emphasizing that firms face uncertainties and unknowns (knowledge gaps) he argues that the core of strategic thinking and processes rests on the organization's leaders developing newly imagined solutions to the opportunities that these uncertainties open up. Drawing on a wide range of ideas from strategy, economics, entrepreneurship and philosophy he stresses the importance of judgment in strategy, and argues that a key element of the entrepreneur and executive's task is to engage chosen uncertainties, develop a language to express and explain the firm's particular business model for dealing with these, and thus create innovation and value. At the same time he shows how the language the strategist creates to do this gives the firm identity and purpose, and communicates this to its members, stakeholders, and customers. In an accessible and engaging style Spender introduces these ideas, and reviews the strategy tools currently available from consultants and academics. Throughout he stresses the uncertainties or knowledge absences that pervade business and make effective strategizing both necessary and valuable. He outlines a structured practice that managers and consultants might chose to follow, not a theory. With appendices on casework, teaching strategy, current strategy texts, and further reading this book makes an important contribution to our understanding of the field and practice of strategy, opening up new approaches for managers, consultants, strategy teachers and students.

Strategic Management-Herbert Sherman 2006

Strategic Management: An Organization Change Approach examines the art and science of strategic management in businesses and other organizations. Working from an established theoretical base, this new work discusses practical applications of various strategic management philosophies while focusing on strategy as organizational change. Sherman, Rowley, and Armandi outline specific strategies and tactics that managers can use to maximize not only productivity, but also satisfaction in their "human organizations." In an interactive and approachable manner, Strategic Management analyzes the importance of an organization's internal and external environment; explains how to develop an organizational mission, vision, values, and goals; identifies human-level vs. corporate-level strategy choices; and offers advice on how managers can effectively implement their plans. The authors also consider variables that might affect the proposed strategic management approaches, such as international environments, and non-profit, government, and small businesses.

The Strategy Planning Process-Rudolf Grünig 2018-04-18

Developing future strategies for a company is an important and complex task, and forms the core issue in this book. A company's strategy defines its future direction, specifying its desired market position and key competitive advantages both at the level of market offers and of resources. This book provides clear, straightforward advice for professionals: after a brief introduction to strategic planning, a heuristic process for determining future strategies is presented. It shows how to analyze a company's current situation, develop and assess options for the future, and define implementation projects. Throughout the book, detailed recommendations are illustrated with the help of numerous concrete examples. As a result of studying applications of the book in practice, the second edition benefits from a simplified, hands-on analysis and planning process at the business level.

Handbook of Sustainable Development-Radha R. Sharma 2021-07-14

Sustainable development has garnered the attention of the global community when United Nations created Brundtland Commission in 1983 to suggest various ways to save the human environment and natural resources and promote economic and social development. Sustainable development is a way of organizing that an organization can function in the long term. United Nation's sustainable development goals provide a framework to translate these into solutions through responsible business and investment by incorporating the ten Principles of the UN Global Compact into strategies, policies and procedures, and establishing a culture of integrity which are expected to bring out transformative change and create enabling environment for doing business globally. Thus, corporate sustainability, to a large extent, would depend on the capability of the firm to function over a long period with sustainable relationships with the stakeholders. The Handbook of Sustainable Development: Strategies for Organizational Sustainability provides guiding principles and diagnostic tools for transformation, generates knowledge about sustainable organizational designs, co-creating value with multiple stakeholders, managing diversity responsibly, ecopreneurship with entrepreneurial bricolage, sustainable business model, developing positive synergy, sustainability reporting and organizational transformation for sustainability which are pivotal issues to be addressed in management education and corporate world.

ECMLG 2016 - Proceedings of the 12th European Conference on Management, Leadership and Governance-

Proceedings of the 12th European Conference on Management, Leadership and Governance

Strategic Management-Forest R. David 2014-07-16

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management 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 exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

Project Management ToolBox-Russ J. Martinelli 2016-01-05

Boost your performance with improved project management tactics Project Management ToolBox: Tools and Techniques for the Practicing Project Manager, Second Edition offers a succinct explanation of when, where, and how to use project management resources to enhance your work. With updated content that reflects key advances in the project management field, including planning, implementation, control, cost, and scheduling, this revised text offers added material that covers relevant topics, such as agility, change management, governance, reporting, and risk management. This comprehensive resource provides a contemporary set of tools, explaining each tool's purpose and intention, development, customization and variations, and benefits and disadvantages. Additionally, examples, tips, and milestone checks guide you through the application of these tools, helping you practically apply the information you learn. Effective project management can support a company in increasing market share, improving the quality of products, and enhancing customer service. With so many aspects of project management changing as the business world continues to evolve, it is critical that you stay up to date on the latest topics in this field. Explore emerging topics within the world of project management, keeping up to date on the latest, most relevant subject areas Leverage templates, exercises, and PowerPoint presentations to enhance your project management skills Discuss

tips, reporting, implementation, documentation, and other essentials of the project management field Consider how project management fits into various industries, including technology, construction, healthcare, and product development Project Management ToolBox: Tools and Techniques for the Practicing Project Manager, Second Edition is an essential resource for experienced project managers and project management students alike.

Cases on Small Business Economics and Development During Economic Crises-Stephens, Simon 2021-06-25

Oftentimes, the owners and entrepreneurs whose small businesses are undergoing financial problems suffer high emotional costs. These individuals can experience significant setbacks in their entrepreneurial journeys as well as depression and other negative emotions from the stress of crisis episodes. However, businesses that are in crisis also provide valuable learning opportunities for adapting and changing in order to successfully face future challenging situations. Cases on Small Business Economics and Development During Economic Crises presents a diverse range of perspectives and insights into global developments in entrepreneurship and captures a diverse collection of methodologies and outcomes from various countries in the realm of small business economics and their development. Including case studies that discuss the COVID-19 pandemic, risk management, and entrepreneurial resiliency, this case book serves as an excellent companion for entrepreneurs, small business owners, managers, executives, economists, business professionals, academicians, students, and researchers.

Tvorba strategie a strategické plánování-Fotr Jiří 2020-06-05

Druhé vydání publikace se nově věnuje využití scénářů budoucnosti pro tvorbu variant strategie a pro volbu nevhodnější varianty z hlediska rizik i příležitostí budoucího vývoje. Kniha je dále rozšířena o strategické řízení inovací. Do části věnované optimalizaci projektových portfolií se promítají aktuální výzkumné aktivity autorského kolektivu.

Military Psychology for Africa-Gideon Van Dyk 2016-03-17

Military Psychology for Africa' is the first textbook of its kind from Africa. Selected authors with competent military psychology knowledge, skills, expertise and experience each contributed a chapter to this unique book. The book empowers academics, students and military fellows to apply this knowledge at academic institutions and military units, during operations, and in presenting short courses. The book will also equip soldiers with new knowledge for advancing peace on the continent and abroad.

Encyclopedia of Business Information Sources-Gale Group 2003

Each updated edition identifies nearly 35,000 live, print and electronic sources of information listed under more than 1,100 alphabetically arranged subjects--industries and business concepts and practices. Edited by business information expert James Woy.

Strategic Management-Abbass Alkhafaji 2013-10-31

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.

Strategisches Management radikaler Innovationen-Anastasios Stilianidis 2015

Nursing Diagnosis Handbook, 12th Edition Revised Reprint with 2021-2023 NANDA-I® Updates - E-Book-Betty J. Ackley 2021-08-26

Step-by-step instructions show how to use the Guide to Nursing Diagnoses and Guide to Planning Care sections to create a unique, individualized plan of care. UNIQUE! Care plans are provided for NANDA-I© approved nursing diagnoses. Evidence-based interventions and rationales include recent or classic research and references supporting the use of each intervention. Examples of and suggested NIC interventions and NOC outcomes are presented in each care plan. 150 NCLEX® exam-style review questions are available on the Evolve website. Easy-to-follow Sections I and II guide you through the nursing process and selection of appropriate nursing diagnoses. Clear, concise interventions are usually only a sentence or two long and use no more than two references. Safety content emphasizes what must be considered to provide safe patient care. List of NANDA-I© Diagnoses on the inside front cover of the book provides quick reference to page numbers. Alphabetical thumb tabs allow quick access to specific symptoms and nursing diagnoses. Appendixes provide valuable information in an easy-to-access location.

Model Matriks Konsumen utk Mcpt.Spv-

Marketing Strategy and Management-Michael J. Baker 2014-12-05

The fifth edition of Marketing Strategy and Management builds upon Michael Baker's reputation for academic rigor. It retains the traditional, functional (4Ps) approach to marketing but incorporates current research, topical examples and case studies, encouraging students to apply theoretical principles and frameworks to real-world situations.

Handbook of Systems Engineering and Management-Andrew P. Sage 2009

The trusted handbook?now in a new edition This newly revised handbook presents a multifaceted view of systems engineering from process and systems management perspectives. It begins with a comprehensive introduction to the subject and provides a brief overview of the thirty-four chapters that follow. This introductory chapter is intended to serve as a "field guide" that indicates why, when, and how to use the material that follows in the handbook. Topical coverage includes: systems engineering life cycles and management; risk management; discovering system requirements;

configuration management; cost management; total quality management; reliability, maintainability, and availability; concurrent engineering; standards in systems engineering; system architectures; systems design; systems integration; systematic measurements; human supervisory control; managing organizational and individual decision-making; systems reengineering; project planning; human systems integration; information technology and knowledge management; and more. The handbook is written and edited for systems engineers in industry and government, and to serve as a university reference handbook in systems engineering and management courses. By focusing on systems engineering processes and systems management, the editors have produced a long-lasting handbook that will make a difference in the design of systems of all types that are large in scale and/or scope.

Dasar-Dasar Manajemen: Teori, Tujuan dan Fungsi-Nurmadhani Fitri Suyuthi 2020-09-21

Manajemen merupakan istilah yang tidak asing, dinamis, kajian-kajiannya senantiasa mencerminkan perubahan-perubahan individu maupun organisasi dimasa kini. Manajer merupakan unsur yang terkait dan diperlukan oleh semua organisasi terkait kepemimpinan dan yang menjalankan fungsi manajemen. Setiap organisasi membutuhkan pengelola atau manajer, bukan sekedar manajer, tetapi manajer yang baik dan hebat. Organisasi membutuhkan orang yang dapat menetapkan visi, sasaran dan merencanakan segala hal, strategi-strategi yang tepat diterapkan untuk mencapai sasaran-sasaran tersebut. Organisasi membutuhkan orang-orang yang mampu mengorganisir, mengatur dan mengendalikan berbagai hal sehingga tujuan organisasi dapat dicapai. Umumnya banyak manajer yang mengendalikan karyawan secara ketat. Namun kini, bidang manajemen tengah mengalami pergeseran ilmu pengetahuan yang menuntut manajer untuk mencapai banyak hal dengan efisien dan efektif, melibatkan seluruh karyawan, tanggap terhadap perubahan serta memberi inspirasi visi dan nilai kultural yang memungkinkan orang menciptakan tempat kerja yang sepenuhnya bernuansa kolaboratif dan produktif. Pembahasan dalam buku ini terdiri dari: Bab 1 Konsep Dasar Manajemen Bab 2 Evolusi Teori Manajemen Bab 3 Prinsip dan Fungsi Manajemen Bab 4 Pemecahan Masalah Dan Pembuat Keputusan Bab 5 Kepemimpinan Bab 6 Motivasi Bab 7 Manajemen Pemasaran Bab 8 Manajemen Keuangan Bab 9 Manajemen Sumber Daya Manusia Bab 10 Manajemen Operasi Bab 11 Manajemen Strategi Bab 12 Manajemen Perubahan Bab 13 Manajemen dan Inovasi

Unified Theory of Business Strategy-Rod Samimi 2020-12-11

Unified Theory of Business Strategy (UTBS) Successful businesses require strategic thinking, well-formulated goals and a clear approach to implementation. These are widely accepted as essential to business success. But describing these factors is not the same as making them happen. What corporate executives and business owners increasingly need is a practical, workable approach to business strategy that is supported by theory (but not drowned in it). That is where this book comes in. In Unified Theory of Business Strategy, Dr Rod Samimi combines theory and practice to give readers a solid understanding of how to formulate and implement a pragmatic business strategy. It includes a theoretical framework and applied interpretations, plus a detailed guide for compiling business plans. Using the Sentinel 9 multidisciplinary approach, the book configures an innovative way to look at

business strategy.

Innovative Business Development—A Global Perspective-Ramona Orăștean 2018-11-13

This proceedings volume presents the latest trends in innovative business development theory and practice from a global, interdisciplinary perspective. Featuring selected contributions from the 25th International Economic Conference Sibiu (IECS 2018) held in Sibiu, Romania, it explores various topics in the areas of economics, business, finance and accounting, including tourism, marketing and Islamic banking and finance. Written by researchers from different regions and sectors around the world, it offers significant insights into the emerging shifts that characterize the fields of innovative economics and global development, innovative business practices, as well as innovative finance and banking, and provides organizations, managers and policy makers with new reliable solutions and opportunities for innovative development and growth within and between organizations around the globe.

American Book Publishing Record- 2004

Strategic Management: Strategi Keunggulan Bersaing di Era Digital-Dr. Darwin Lie, S.E., M.M. 2022-04-08

Book cahpter ini disusun oleh sejumlah akademisi dan praktisi sesuai dengan keparannya masing-masing. Buku ini diharapkan dapat hadir memberi kontribusi positif dalam pengembangan ilmu pengetahuan khususnya terkait dengan perkembangan manajemen strategik dan strategi keunggulan bersaing di era digital Sistematika buku Strategic Management: Strategi Keunggulan Bersaing di Era Digital ini mengacu pada pendekatan konsep teoritis dan contoh penerapan. Buku ini terdiri atas 13 bab yang dibahas secara rinci, diantaranya: Bab 1 Perkembangan Manajemen Strategik, Bab 2 Pengertian dan Ruang Lingkup Manajemen Strategik, Bab 3 Kerangka Kerja Manajemen Strategi, Bab 4 Model Manajemen Strategik, Bab 5 Analisis Lingkungan Eksternal Perusahaan, Bab 6 Analisis Lingkungan Internal Perusahaan, Bab 7 Strategi Tingkat Bisnis, Bab 8 Strategi Tingkat Internasional, Bab 9 Kepemimpinan Dalam Manajemen Strategik, Bab 10 MSDM Strategik Dalam Meningkatkan Daya Saing Perusahaan, Bab 11 Manajemen Pemasaran Strategik, Bab 12 Mengelola Good Corporate Governance, Bab 13 Manajemen Strategik: Kini dan Esok.

Strategic Management and Business Policy-Thomas L. Wheelen 1998