

<<战略管理>>

图书基本信息

书名：<<战略管理>>

13位ISBN编号：9787300024592

10位ISBN编号：7300024599

出版时间：1998-06-01

出版时间：中国人民大学出版社

作者：克利夫.鲍曼

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<战略管理>>

内容概要

任何企业都有着自己的重大决定，那些对整个企业业绩带来巨大影响的都是战略决策，而它们的制定和实施过程就是战略管理。

本书介绍了一整套战略管理的方法。

第一章介绍了战略管理的概念、意义和作用，以及制定的步骤和适用范围。

第二章对企业的所处的外部环境进行分析。

介绍了对行业环境和五种竞争力量的分析。

第三章介绍如何形成可行的战略，并强调只有重视买主需求的战略才是好战略。

第四章介绍了如何分析企业现有的内部组织结

<<战略管理>>

书籍目录

Contents

- 1 What is strategic management?
 - Making strategic decisions
 - Problems with corporate planning
 - Mission statements
 - Developing a strategic perspective
 - Organizations or firms?
 - Corporate versus business level strategy making
 - Developing skills in strategic management
 - Case study: Workgear Ltd
- 2 Analyzing the environment
 - The Five Forces model
 - The overall attractiveness of the industry
 - Looking into the future
 - Industry life cycle
 - Interrelationships between the five forces
 - Buyer segments
 - Competitor analysis
 - Bringing it all together: integrating the environmental analysis
- Casework
- 3 Competitive strategy
 - Assessing the generic strategy concept
 - Buyer needs
 - Value chains
 - Positioning the firm
- Casework
- 4 The organizational implications of different strategies
 - Achieving cost leadership
 - Cost leadership, stability and 'strategic fit'
 - Achieving differentiation
 - From differentiation to cost leadership
 - From cost leadership to differentiation
 - Pursuing cost leadership and differentiation simultaneously
 - Two types of differentiation
- Casework
- 5 Analyzing the organization
 - Structure and systems
 - Culture, style and values
 - Skills and resources
 - Comparing the current position with the desired position
- Casework
- 6 Managing strategic change
 - Judging the extent of change required
 - Visions and missions
 - Force field analysis

<<战略管理>>

Getting movement
Dealing with momentum
Research into strategic change
Casework
7 Corporate strategy and global strategy
Managing diverse corporations
Sharing activities: the key to success
How to diversify?
When to diversify?
How to structure the corporation?
Global strategy
Appendix: Workgear case analysis
Recommended reading
Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>