

<<战略管理精要>>

图书基本信息

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内容概要

本书简洁、明了地讨论了战略管理领域核心和热点问题，它不仅文风轻松活泼，而且短小精悍，涵盖了所有主要的战略管理话题，囊括了现代和古典理论，提炼了该领域代表性学者的观点，将当前的分歧、观点和实例有机地编纂在一起。

本书以传统的战略管理过程模型、基于资源的战略管理模型、深入讨论了基于资源的理论、组织间利益相关者的关系、伦理和企业战略、交易费用理论、代理理论、重构、全球竞争、战略联盟等问题。此外，电子商务和新经济的话题也贯穿于全书的实例、概念、假设和推论中。

书籍目录

THE STRATEGIC MANAGEMENT PROCESS What Is Strategic Management? External and Internal Environmental Analysis Strategic Direction Business and Corporate Strategy Formulation Strategy Implementation and Control Strategic Restructuring Alternative Perspectives on Strategy Development Determinism Versus Enactment Deliberate Versus Emergent Strategy Formulation Stakeholder Analysis and Management The Resource-Based View of the Firm Ethics and Social Responsibility The Case for Going Global Key Points Summary References

THE EXTERNAL ENVIRONMENT The Socio-cultural Forces Economic Forces Technological Forces Political/Legal Forces The Task Environment Competitive Forces External Stakeholders and Environmental Uncertainty Partnering with External Stakeholders Strategic Groups Key Points Summary References

THE INTERNAL ENVIRONMENT AND STRATEGIC DIRECTION The Internal Environment The Chief Executive Officer Boards of Directors and Agency Costs Employees and Culture Internal Resources and Competitive Advantage Assessing Internal Strengths and Weaknesses Establishment of Strategic Direction Organizational Mission Business Definition Organizational Vision Purpose and Ethics BUSINESS STRATEGY CORPORATE STRATEGY STRATEGY IMPLEMENTATION STRATEGIC CONTROL AND RESTRUCTURING STRATEGIES IN AN INTERNATIONAL CONTEXT APPENDIX 1 PREPARING A STRATEGIC ANALYSIS

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