

<<Strategic Management>>

图书基本信息

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## <<Strategic Management>>

### 内容概要

#### 内容提要

这是一部全面结合案例分析和案例练习来阐述战略管理的基本理论、培养学生战略管理的基本技能和方法的教材。

全书共分五部分十章。

第一部分（共两章）阐述战

略管理的基本概念、理论和在实践中的运用和发展，同时引入一个案例，该案例贯穿全书，在每章之后都有以此案例为基础的一组练习。

第二部分（共四章）阐述战略的

制订过程，主要包括企业使命、环境评价和战略抉择。

第三部分（共两章）主要论述

战略执行过程中所涉及到的各种管理问题和职能部门的协同作用问题。

第四部分（共

一章）阐述如何对战略进行评价和控制。

第五部分（共一章）探索全球化战略问题。

全书内容极为丰富，基本涵盖了有关战略管理的主要问题，特别适宜于进行案例教学。

前言部分介绍了进行案例分析的方法和进行案例分析的有关软件附录部分提

供了38个最新案例（1995 - 1997年），这些案例覆盖十几个行业 and 不同规模、性质的公司和组织；为使学生更好地进行分析，还特别提供了有关行业的背景资料。

就这一点

来说，它具有其他同类教科书所没有的优点。

该书可作为我国工商管理硕士的教材，

也可供广大管理工作者参考。

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