



Strategy for Business: A Reader

By Mariana Mazzucato

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Strategy for Business: A Reader, Mariana Mazzucato, 'This excellent volume brings together some of the most influential readings in business strategy and explores the content and process of business strategy from a variety of different theoretical stances. It will serve as a comprehensive introduction to the literature and will become required reading for students of economics, organisational behavior and business' - Costas Markides, London Business School Strategy for Business provides a comprehensive selection of essential readings, covering six key areas in business strategy: A What is Strategy? A Competition and Industry Effects A Resources, Capabilities and Core Competencies A Strategic Innovation and Firm Size A Organisational Structures, Learning and Knowledge Management A the Global Information Economy It contains dynamic chapters on strategy and includes classics in the field of strategy which continue to provide the theoretical background of more recent innovative work. Strategy for Business will be essential reading for those seeking an understanding of the changing nature of organizations and the world of business. It is particularly intended for students taking courses in strategy, organizational change and more general management courses at undergraduate level; it will also be an excellent resource...



READ ONLINE
[7.4 MB]

Reviews

This ebook may be worth purchasing. it absolutely was writtern quite flawlessly and beneficial. I discovered this ebook from my dad and i suggested this pdf to discover.

-- **Maximilian Wilkinson DDS**

It in a single of my favorite publication. I have read and so i am sure that i will likely to study again once again down the road. I am delighted to let you know that this is basically the greatest publication we have read inside my own life and might be he best pdf for possibly.

-- **Maria Morar**