



Strategic Management: Methods and Studies (Studies in Management Science and Systems) (Studies in Management Science and Systems)

Burton Victor Dean, Dean B. V. Dean, John C. Cassidy

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Strategic management deals with a very broad set of questions, issues, and problems associated with general management. This book introduces research carried out in several frontier areas of strategic management: Strategy, Information Systems, R&D/Engineering, Marketing, Ethics, Governance, Issues Management and New Ventures. Especially noteworthy is its major emphasis on extending the purview and scope of strategic management by the integration of established and emerging functional areas into the mainstream of the strategic management process. The scope of areas covered ranges from the corporate to public sector, and from corporate to new ventures. Academics and practitioners interested in the ramifications of latest developments in the theory and practice of strategic management will find this book of interest.

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