



Strategic Management and Business Policy: Globalization, Innovation and Sustainability

Thomas L. Wheelen

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This comprehensive book offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps readers develop an understanding of the wide range of theories and research available in this field—from competitive strategy and industry analysis to environmental trends and ethics. Integration of international issues throughout provides an essential understanding of global economics and its impact on business activities in any location. This book contains the latest research and examples of well-known and not-so-well known companies dealing with complicated strategic issues. . For directors of strategic planning, competitive intelligence analysts, and strategic planners.

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Mohamed Yehia says

Few books in my life that I would give them 5 stars rating, this book is definitely one of them.
A must read book for anyone works in business & managment field.
Combining recent research with real case studies, and provide you with solid tools, makes the book a real educational opportunity.

Arzaq Al-najjar says

as a MBA student I learnt a lot of things about strategic management within other important aspects of managing a corporation strategically step by step. one of the topics that is my longing to know about was governance , however, it's not covered wholly in the book yet I got a good background about it , and that motivated me to know more about this issue " governance "
It's a great book for those who focus on strategic management but in a dynamic way I recommend " strategic management a dynamic perspective concepts " for Mason A. Carpenter & Wm. Gerard Sanders .

Esraa Eldiasty says

Very Organized and educational book...

???? says

14th edition is bad in comparison with the. 13th one .. alot of information & tools not mentioned ..you must regard that in the next editions .. thank you

Henry Araujo says

hi

i´am reading this book
