



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...



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Reviews

This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Natalie Abbott**

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be playful, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

-- **Rene Olson**