



Strategic Management

Colin White

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Strategic management is challenging and dangerous. A complex web of differing theories and approaches, it continuously emerges and evolves. More intuitive than rational, it offers significant benefits if done well, potentially catastrophic results if done badly.

Colin White's contemporary text reflects the challenges of formulating, implementing and monitoring strategy in practice, discussing theories and approaches in the context of real-world practice around the globe.

By acknowledging the complex reality of strategy and presenting examples from a wide range of international organizations, this book will enable you to:

- Understand the challenges you will encounter when implementing strategy in practice.
- Develop your own strategic approaches and solutions to real-life situations and dilemmas.
- Acquire the latest thinking in this constantly developing subject.
- Appreciate the critical role of implementation, monitoring and risk within organizations.
- Consider the global nature of strategy for multinational corporations.

This text is accompanied by an extensive companion website for both students and lecturers. Visit www.palgrave.com/business/white for access to additional case studies, links to other sites, a searchable glossary of terms and a full complement of lecturer resources.

COLIN WHITE is a Professor in the Graduate School of Management at La Trobe University, Melbourne, Australia. The school, which he established, has an international reputation, with links to over 100 universities worldwide, and offers teaching and training programs throughout Asia.

Also available is a companion website with extra features to accompany the text, please take a look by clicking below -

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