



Exploring Corporate Strategy (6th Edition)

By Gerry Johnson, Kevan Scholes

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The sixth edition of internationally acclaimed strategy volume retains the established strengths of previous editions while updating and revising material to address today's corporate climate. The book builds on the practice of strategic management and blends theory with practice with case studies for experiential learning that allow readers to apply concepts and theories and build their own. The book emphasizes the importance of a clear analysis of the strategic situation facing the organization and a rational assessment of future options as it draws on the growing research and literature on decision-making processes within a political and cultural context. The volume comprehensively addresses the strategic position, strategic capability, expectations and purposes, corporate-and business-level strategy, directions and methods of development, strategy into action, and managing strategic change plus it includes extensive case studies. For managers and potential managers.

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Editorial Review

From the Back Cover

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Timothy Wingo:

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