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Strategy And The Business Landscape. Designed as an MBA and Executive MBA strategy course, this book helps students master a body of analytical tools and develop an integrative point of view when making strategic choices.

This business strategy text helps students master a body of analytical tools and develop an integrative point of view when making strategic choices. It focuses on strategies that offer the greatest potential

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for improving business performance.

This business strategy text helps students master a body of analytical tools and develop an integrative point of view when making strategic choices. It focuses on strategies that offer the greatest potential for improving business performance.

Environmental concerns can greatly affect business success, regardless of whether a business person or corporation shares those concerns. Today's corporate managers must understand the power of environmental issues, and shift their mindset from one focused on environmental "management" to one focused on strategy. Competitive Environmental Strategy examines the effects of environmentalism on corporate management, explaining how and why environmental forces are driving change and how business managers can think about environmental issues in a strategic way. The author discusses: the evolving drivers of corporate environmental strategy, including regulators, shareholders, buyers and suppliers, insurers, investors, and consumers how environmentalism alters basic conceptions of competitive strategy and organizational design how external institutions create both

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opportunity and limitations for environmental strategy how environmental threats can be incorporated into risk management, capital acquisition, competitive position, and other management concerns The book ends with an overall discussion of competitive environmental strategy and draws connections to the emerging issue of sustainable development. Each chapter features insets that ask fundamental questions about the relationship between environmental protection and business strategy, and ends with a list of additional recommended readings. Every individual who wishes to engage in business management in the 21st century will need an appreciation for the implications of environmental issues on corporate activities, and vice-versa. Competitive Environmental Strategy offers a valuable overview of the subject, and provides a wealth of real-world examples that demonstrate the validity and applicability of the concepts for business people, clearly showing how managers are turning an understanding of environmental issues to competitive advantage.

This business strategy text helps students master a body of analytical tools and develop an integrative point of view when making strategic choices. It focuses on strategies that offer the greatest potential for improving business performance.

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Providing students and businesspeople with information on business in China, this guide features a mix of theoretical, academic and practical perspectives. It offers a wide view of industry structures and the competitive landscape, and provides a framework for Western companies to develop business and marketing strategies.

Provides a diagnostic tool for readers to assess their business model and usher it through a six-stage continuum toward openness. This book also identifies the barriers to creating open business models (such as the not invented here syndrome and the not sold here virus) and explains how to surmount them.

Successful companies rely on traditional factors of production for their survival. Yet the most important and sustainable sources of competitive advantage—knowledge, customer relations, supply-on-demand, micromanagement, and other forms of "intellectual capital"—often don't even appear on many companies' reporting systems. The results of this lack of attention to intellectual capital can be disastrous for companies and their stockholders. Providing an organizational system that helps managers maximize the flow of intellectual capital in their

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companies, Intellectual Capital presents the insights gained by leading experts from the practice, research, and consulting side of business management. Starting with a definition of intellectual capital and its main components, the book offers a step-by-step "process model" to rooting out corporate inefficiency at all levels. Illustrated with vivid case studies, the book also covers the latest thinking and practices of the "second generation" of intellectual capital practices, from consolidating intellectual capital measures into a single "IC Index" to linking them with shareholder value creation systems.

- The editors should be commended for developing a Map of the Landscape of Family Business Outcomes. It gives future research direction to the discipline considering both short-term profitability and long-term sustainability. It considers conventional c

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