

Strategy: Theory and Practice

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STRATEGY: THEORY AND PRACTICE



SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Strategy: Theory and Practice, Stewart R. Clegg, Chris Carter, Jochen Schweitzer, Martin Kornberger, Written by a team of leading academics, this groundbreaking new text is an invaluable guide to the core elements of strategy courses, that will challenge conventional thinking about the field. It provides a coherent and engaging overview of the established 'classics' of strategy, while taking an innovative approach to contemporary issues such as power and politics, ethics, branding, globalisation, collaboration, and the global financial crisis. It is a unique critical perspective that encourages you to reflect on the strategy process and strategic decision-making. It is packed with learning features, including a wealth of international case studies and accompanying discussion questions. A website offering a full Instructors' Manual, video cases, podcasts and full-text journal articles. Read the authors' research paper 'Re-Framing Strategy: Power, Politics and Accounting' in which they make the case for a critically informed approach to studying strategy in the special issue of Accounting, Auditing & Accountability Journal (Vol 23, Issue 5). Praise for Strategy: Theory and Practice: "Finally, something different in a strategy text! This new volume provides a broad view of strategy covering the conventional as well as less mainstream alternatives like the growing strategy-as-practice perspective. It also does a great job of providing balanced critiques of the existing orthodoxy and provides explicit connections to some of the more accessible academic articles providing more depth to the arguments presented. All in all, it is an excellent break from the unfortunate tendency to make strategy a narrow economic enterprise in a world that is far more complex and social than that. Strategy: Theory and Practice is a welcome addition to the available texts on strategy." (Nelson Phillips, Professor of Strategy and Organizational Behaviour Co-Editor, Journal of...

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