



TILDE UNIVERSITY PRESS
Cornerstones of Strategic Management

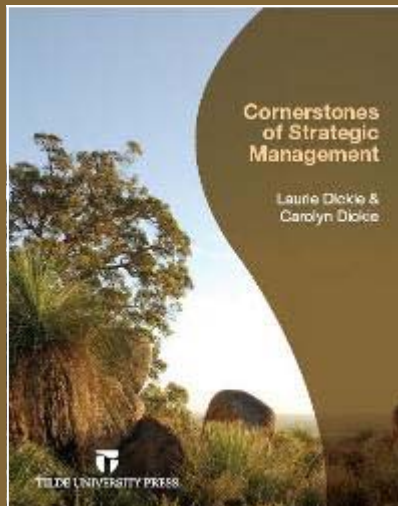
Laurie Dickie & Carolyn Dickie

Synopsis

Whereas management is described as the means of coordinating the current functions of planning, organising, leading and controlling, strategic management is related more to a company's business strategy determined by fundamental choices. These choices define its long-term objectives, its value proposition in the market and how it is structured as a means of building and sustaining competitive business systems.

Written for an undergraduate unit in Strategic Management, this *Cornerstones* text is amazingly affordable and includes student-friendly explanations, key definitions, self-test exercises and additional extension exercises.

The author team from Curtin University of Technology are highly respected teachers, researchers and writers.



Key features

- Authoritative yet understandable treatment of topics covered
- Terms and concept review questions
- Skill builders and discussion questions
- At least one case study in each chapter
- Extensive glossary
- Study guide

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