



Strategic Management: From Theory to Implementation

David E. Hussey

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A major textbook on strategic management which not only deals fully with the theoretical aspects of corporate planning, but also provides practical guidance on implementation. Now completely revised and updated this book is particularly suitable for the student or manager who needs to relate strategic thinking to current practice. The format has been enlarged and the interior of the book re-designed.

The fourth edition treats both analytical and behavioural aspects of planning in depth. Strategic analysis is covered in particular detail, with examples reporting proven - and often original - applications of these theories. Six major case studies have been added to illustrate the application of strategic management theory in practice and a chapter discusses the impact of new approaches to strategy. With comprehensive reference lists, and a guide to research resources, this volume will prove invaluable to researchers and advanced students as well as to the practising manager.

A lecturer's resource is available on the BH website which contains a Powerpoint presentation, additional case studies and notes and exercises for seminar use. Details are available by emailing bhmarketing@repp.co.uk

'a highly commendable piece of work, a true compendium for the practitioner and student of planning.' - Journal of Strategic Change (review of the third edition)

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