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The most complete introduction for students looking for a briefer guide to strategic management, packed with real-life examples and an emphasis on the essential tools of analysis.

This succinct textbook takes students through the key stages of strategic management: analysis, formulation, and implementation, with an emphasis on providing students with the essential tools of analysis.

Packed with real-life examples and emphasising the essential tools of analysis, this is the ideal introduction for students taking their first steps into strategic management.

Strategic Business Analysis shows students how to carry out a strategic analysis of a business, with clear guidelines on where and how to apply the core strategic techniques and models that are the

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integral tools of strategic management. The authors identify the key questions in strategic analysis and provide an understandable framework for answering these questions. Several case studies are used to focus understanding and enable a more thorough analysis of the concepts and issues, especially useful for students involved with case study analysis. Accompanying the text is a CD-Rom containing the models, tutorial guidance, and a PowerPoint presentation. A blank template is provided for each model, enabling students to actively interact and enter their own data - an effective 'what if...' facility. This will enable students to appreciate the limitations as well as the advantages of the strategic models.

Kemel Mellahi's name appears as first author in 2011 edition.

A brand new introductory text in strategic management which presents the key theories and frameworks for the analysis, formulation and implementation of strategy in a concise and accessible format. The book has been written for undergraduate and postgraduate students on one-semester or short courses. It is also particularly well suited to students of e.g. engineering, computing or other non-business disciplines taking a module in business strategy.

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Strategic Maintenance Planning deals with the concepts, principles and techniques of preventive maintenance, and shows how the complexity of maintenance strategic planning can be resolved by a systematic 'Top-Down-Bottom-Up' approach. It explains how to establish objectives for physical assets and maintenance resources, and how to formulate an appropriate life plan for plant. It then shows how to use the life plans to formulate a preventive maintenance schedule for the plant as a whole, along with a maintenance organization and a budget to ensure that maintenance work can be resourced. This is one of three stand-alone volumes designed to provide maintenance professionals in any sector with a better understanding of maintenance management, enabling the identification of problems and the delivery of effective solutions. * The first of three stand-alone companion books, focusing on the formulation of strategy and the planning aspects of maintenance management * Learn how to establish objectives - for physical assets and maintenance resources; Formulate a life plan for each unit and a preventive maintenance schedule for the plant as a whole; Design a maintenance organization and budget to ensure that the maintenance work can be resourced * With numerous review questions, exercises and case studies - selected to ensure coverage across a wide range of industries including processing, mining, food, power generation and transmission

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"This book makes an effort to explore the interaction of information technology and strategic management and aims to encourage joint research efforts among IT and strategy scholars for common solutions"--Provided by publisher.

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