



Concepts in Strategic Management and Business Policy: Toward Global Sustainability

Thomas L. Wheelen, J. David Hunger

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This book presents a comprehensive study on the latest discussions in the discipline of strategic management and business policies. The focus in this edition is on a new theme, the environmental sustainability, with the aim to equip students with strategic concepts that will enable them to deal with topical issues such as the climate change, global warming and energy availability. Discussions on multinational firms and small entrepreneurial ventures in the book cover a variety of issues to help students learn about strategic alternatives and implementation programs. Through a range of cases from actual organizations and business houses, this book illustrates how strategic management can help in improving operational performances by aligning business goals with performance measures.

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