

Strategic Management

Fred R. David



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This text integrates the most recent academic theory with current business practices in strategic management. Illustrating concepts with examples from some of today's global organizations, it features a diverse selection of applications-oriented and thought-provoking cases that put the theories in a real-world perspective for students. Forty one diverse cases highlight decision-making situations - cases are organized by goods, services, international, small business, not-for-profit, and social responsibility and ethics which include discussions on key current topics, such as corporate governance, corporate restructuring, reconfiguring/reengineering, and horizontal structure. The text is also available in split editions - "Strategic Management: Concepts" and "Strategic Management: Cases." This book draws insight from all business disciplines as well as disciplines from the social sciences which have contributed to the study of strategic management.



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