

Strategic Management: Competitiveness and Globalisation, 2013, Dallas Hanson, Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, 0170227642, 9780170227643, Cengage Learning Australia, 2013

Using an integrated strategic management process to explain what organisations should do to increase strategic competitiveness and achieve higher performance, the 5th Asia Pacific edition of Strategic Management: Competitiveness and Globalisation continues to provide a systematic skill-building coverage of strategy. With an emphasis on global advantage, the text offers a comprehensive examination of regional and international issues to provide a complete, accurate and up-to-date explanation of the strategic management process. New coverage on environmental concerns and emerging technologies as well as examples and cases from Australia, New Zealand and Asia-Pacific serve to engage students while updated international content demonstrates how strategic management is used in the global economy. This text is appropriate for Upper level undergrad, usually third year; post grad in Masters courses.

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