

Strategic Mnagement

The global economic recession has created a bussiness world today that is quite different and more complex than it was just two years ago when the previous editions of this text was publised. Thousands of business have vanished, and consumer have became axtre mely price sensitive and oftentimes reluctant purchasers of products and services. Very tight credit markets, high unemployment an millions of new entrepreneurs have also changed the business landscape. Business firm that have survived the last three years of global economic turmoil are today leaner and meaner than ever before. Gaining and sustaining competitive advantage is harder than ever. Social networking and e-commerce have altered marketing to its core sice the prior edition. This new edition reveals how to conduct effective strategic planning in this new world order.

