



Strategic Management: An Analytical Introduction, 3rd Edition

George Luffman, Edward Lea, Stuart Sanderson, Brian Kenny

Paperback

978-0-631-20104-5

August 1996

\$99.95

DESCRIPTION

Strategic Management is a new and up to the minute text and cases book for students of strategy based on combined new editions of the highly successful, *Business Policy* and *Cases in Business Policy*. Including six new chapters and an extensive selection of new cases, *Strategic Management* retains the concise and accessible approach of the previous editors of the text and cases.

The text is designed to give a clear and attractive introduction to the subject of strategy and business policy and all the material presented has been tried and tested on a variety of undergraduate, postgraduate and executive development courses.

This new package has been carefully and intensively developed by the experienced author team, each of whom have over 20 years' experience in teaching, researching and consulting in the area of business strategy.

Strategic Management is enhanced by a student workbook, and an instructor's manual.

ABOUT THE AUTHOR

George A. Luffman is Senior Lecturer in Business Policy at the University of Bradford Management Centre. He was Chairman of the full time MBA programme for 8 years.

Edward Lea is a professor at the University of Huddersfield, where he teaches and researches business policy.

Brian Kenny is Reader and Director of Research at the School of Business, University of Huddersfield. He was formerly Head of Division of Business Policy in the School of Business.

Stuart Sanderson teaches business policy on a variety of programmes at the University of Bradford Management Centre. He is also Chairman of the Executive MBA programme.

FEATURES

-
- New text bringing text and cases together for ease of use.
-
- Based on highly successful previous editions of Business Policy and cases in Business Policy.
-
- Thoroughly revised, updated, tested and accessible materials.
-
- Part of a major new pack of teaching materials.

To purchase this product, please visit <https://www.wiley.com/en-us/9780631201045>