

Mastering Strategic Management

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Mastering Strategic Management Paperback - January 1, 2015 by Dave Ketchen (Author), Jeremy Short (Author) 2.0 out of 5 stars 1 rating. See all formats and editions Hide other formats and editions. Price New from Used from Paperback "Please retry" \$59.90 — \$5.46: Paperback \$59.90

Mastering Strategic Management: Dave Ketchen, Jeremy Short ...

Ketchen and Short's Mastering Strategic Management draws on insights from various functional subject matters such as marketing, finance, and accounting to demonstrate how top executives make the strategic decisions that drive whether an organization succeeds or fails.

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Mastering Strategic Management is designed to enhance student engagement in three innovative ways.. The first is through visual adaptations of the key content in the book. It is well documented that many of today's students are visual learners.

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(PDF) Mastering Strategic Management Mastering Strategic ...

Mastering Strategic Management, v2.0 is appropriate for undergraduate, MBA, or graduate-level courses on management strategy usually taught in four-year colleges and universities.

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The Mastering Strategy: Strategic Management Performance System Certification Program, offered in conjunction with The George Washington University Center for Excellence in Public Leadership (GW-CEPL) is an intensive, hands-on Continuing Professional Education program designed for professionals who are looking to build their skill sets in the management of strategy formulation, implementation and evaluation.

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In writing Mastering Strategic Management, the authors' goals were clear and simple: Enhance student engagement in strategic management courses. Create a better teaching experience for professors.

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Looking to the future, it appears likely that strategic management will prove to be more important than ever. In response, researchers who are interested in strategic management will work to build additional knowledge about how organizations can maximize their performance. Executives will need to keep track of the latest scientific findings.

The History of Strategic Management - Mastering Strategic ...

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Publisher Information - Mastering Strategic Management

In most business schools, strategic management is a "capstone" course that requires students to draw on insights from various functional courses they have completed (such as marketing, finance, and accounting) in order to understand how top executives make the strategic decisions that drive whether organizations succeed or fail.

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