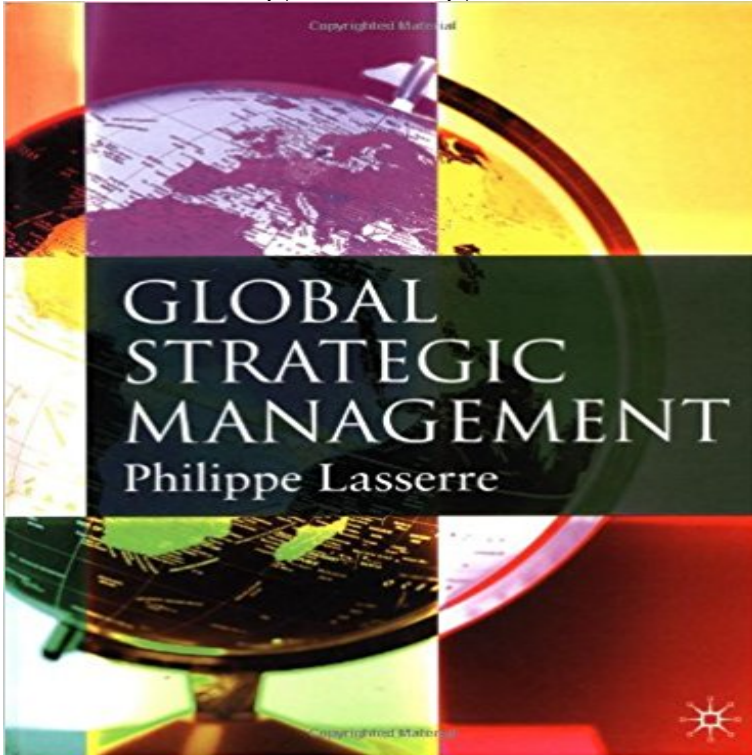


Global Strategic Management



Global Strategic Management is designed as a core textbook for those students studying Strategy or International Business. It offers an insight into the impact of globalization on business organizations and how managers could and should deal with this. Written by a well-respected professor of Strategy, the text combines a strategic and managerial approach to global issues while covering future trends, including E-Business and cultural issues. The text gives a comprehensive overview of the subject while using chapter introductions, summaries, key points, key terms, suggested reading and mini examples to illustrate and guide the student through the text.

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