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This title includes coverage of key topic areas in this fast-moving discipline such as internationalization, mergers, innovation and entrepreneurship, and corporate strategy and diversification. It is written for students of strategic management at all levels.

One million students and business executives have used the market-leading text Exploring Strategy to boost their academic and professional careers. The expert authors now transfer the essence of Exploring Strategy into The Fundamentals of Strategy. This book is particularly suited for those engaged in short courses.

An extensive process of market research & product development has formed the basis for this new edition. It covers all of the underlying concepts, processes of development & analytical methods of corporate strategy within a variety of organisations.

What does it mean to have a "good" or "bad" reputation? How does it create or destroy value, or shape chances to pursue particular opportunities? Where do reputations come from? How do we measure them? How do we build and manage them? Over the last twenty years the answers to these questions have become increasingly important-and increasingly problematic-for scholars and practitioners seeking to understand the creation, management, and role of reputation in corporate life. This Handbook intends to bring definitional clarity to these issues, giving an account of extant research and theory and offering guidance about where scholarship on corporate reputation might most profitably head. Eminent scholars from a variety of disciplines, such as management, sociology, economics, finance, history, marketing, and psychology, have contributed chapters to provide state of the art definitions of corporate reputation; differentiate reputation from other constructs and intangible assets; offer guidance on measuring reputation; consider the role of reputation as a corporate asset and how a variety of factors, including stage of life, nation of origin, and the stakeholders considered affect its ability to create value; and explore corporate reputation's role more broadly as a regulatory mechanism. Finally, they also discuss how to manage and grow reputations, as well as repair them when they are damaged. In discussing these issues this Handbook aims to move the field of corporate reputation research forward by demonstrating where the field is now, addressing some of the perpetual problems of definition and differentiation, and suggesting future research directions.

Business strategy is not an abstract concept; it is a type of work that is designed for complex theoretical conceptualization. While there are numerous sources exploring the theoretical ideas of strategy, very few demonstrate the real value of strategy tools, concepts, and models in practice. Cases on Digital Strategies and Management Issues in Modern Organizations is a pivotal reference source that provides original case studies designed to explore various strategic issues facing contemporary organizations, evaluate the usefulness of strategy tools and models, and examine how successful and failing companies have faced strategic issues with practical ideas and solutions. While highlighting topics such as business ethics, stakeholder analysis, and corporate governance, this publication demonstrates various ways that different models/tools can be applied in different types of companies for various purposes and from diverse perspectives. This book is ideally designed for managers, executives, managing directors, business strategists, industry professionals, students, researchers, and academicians seeking current research on key business framework strategies.

China's outward foreign direct investment, for which Australia is one of the largest destinations, has rapidly increased and become an important source of global capital. Nevertheless, Chinese investors have encountered many challenges in making their investment decisions and managing their foreign direct investments for sustainable development and profitability. Managing Chinese Outward Foreign Direct Investment focuses on the management of Chinese outward foreign direct investment, particularly foreign subsidiaries

established through merger and acquisition, at the organisational level. Considering investment as a process, the book addresses complex managerial issues from strategic entry decisions to corporate sustainable development. Particular emphases have been placed on the post-acquisition integration and management such as liability of foreignness mitigation, post-acquisition integration, corporate control and governance, human resources and cross-cultural management, and corporate social responsibility.

Very few companies are successful in undertaking strategic transformation while maintaining long term superior financial performance. Strategic Transformation, written by leading strategy experts, draws upon extensive interviews with business leaders and provides insights from companies faced with this challenge.

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