

Strategize!



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(Prof. Ruben D'Amore PhD)*

STRATEGIZE!



Book Condition: New. Publisher/Verlag: Cengage Learning EMEA | Experiential Exercises in Strategic Management, International Edition | STRATEGIZE!, 4e, International Edition allows you to try out the strategy models and concepts and get feedback regarding your understanding and application of strategic management theory. The book presents a number of experiential exercises and projects for use in and out of class. Because the exercises include thought, action, and feedback-assessment components, they promote an understanding of strategic management through comprehensive active learning. All exercises and scenarios have been thoroughly updated to provide accurate and relevant information that ensure consistency with changing strategic management concepts. | PART I: UNDERSTANDING STRATEGIC MANAGEMENT. Strategy Session 1. Decision Making at the Strategic and Operational Level. Exercise: Innkeepers of America. Strategy Session 2. Understanding the Concept of Strategy. Exercise: How Do You Define Strategy? Strategy Session 3. Communicating Purpose Through Mission Statements. Exercise 1: How Well Do These Organizations Communicate Their Purpose? Exercise 2: Video-Create a Mission Statement for Caribou Coffee. Exercise 3: Video-Create a Mission Statement for Fossil, Inc. Strategy Session 4. The Board's Role in Corporate Governance. Exercise: Translating the Board's Role into Guidelines for Practice. Strategy Session 5. Viewing Strategy from the Stakeholder Perspective. Exercise: 1: Wal-Mart and Banking 30. Exercise 2: Role Playing Global Chemical Stakeholders' Interests and Power. PART II: DESIGNING STRATEGY. Strategy Session 6. Forces Affecting Competitive Strategy. Exercise: Intensity of Competition in the Casino Gambling Industry. Strategy Session 7. Generating a Plan of Action: SWOT (TOWS) Analysis. Exercise 1: An Action Plan for Robin Hood. Exercise 2: Video-Kropf Fruit Company-Future Strategy. Strategy Session 8. Developing Generic Strategy. Exercise 1: Choosing How to Compete in the Lodging Industry. Exercise 2: Video-The Generic Strategy of Fossil, Inc. Strategy Session 9. Build Competitive Advantage. Exercise: Build Your Intended Strategy. Strategy Session 10. Viewing Corporate Strategy from the Core Competencies Perspective. Exercise: Corporate Strategy at Honda. Strategy Session 11. Global Strategic Alliances. Exercise: Renewing the General Motors-Toyota Alliance. Strategy Session 12. Identifying Transnational Strategies. Exercise: Global...



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