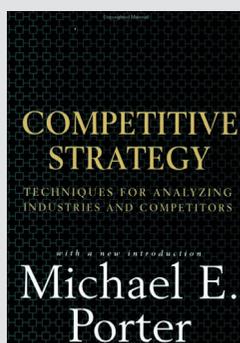


کتاب‌های خارجی



COMPETITIVE STRATEGY : TECHNIQUES FOR ANALYZING INDUSTRIES AND COMPETITORS

by Michael E. Porter

ISBN: 0684841487

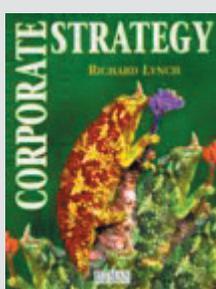
Hardcover: 432 pages

Publisher: Free Press; 1st Free P edition (June 1, 1998)

List Price: \$37.50

Book Description:

Competitive Strategy has filled a void in management thinking. It provides an enduring foundation and grounding point on which all subsequent work can be built. By bringing a disciplined structure to the question of how firms achieve superior profitability, Porter's rich frameworks and deep insights comprise a sophisticated view of competition unsurpassed in the last quarter-century.



Corporate Strategy

by Richard Lynch

ISBN: 0273607537

Paperback: 848 pages

Publisher: Pitman Publishing (November 1, 1997)

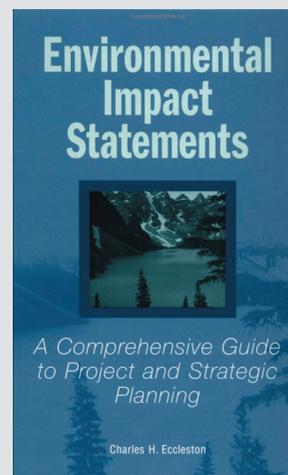
Book Description:

the fast moving area of strategy, this text provides the most comprehensive treatment of both rational and creative approaches to the subject.

This revised and fully-updated edition continues to present a comprehensive, well-structured and critical treatment of strategic management for both the private and public sectors.

This text presents a comprehensive and critical treatment of strategic management for both the private and public sectors. Features include the dynamics of competitive advantage and the 'dot.com' bubble, customer-driven strategy, resource-based strategy, the development of mission and objectives and new approaches to knowledge innovation and

learning. Real-life examples include Roche Pharmaceuticals, e-Bay, Dyson and European Airlines, giving international coverage in terms of both theory and practical examples. Topics include organizational behaviour as well as economics and an exploration of strategy contributions from the marketing, human resource, finance and operations (production) functions.



Environmental Impact Statements: A Comprehensive Guide to Project and Strategic Planning

by Charles H. Eccleston

ISBN: 0471358681

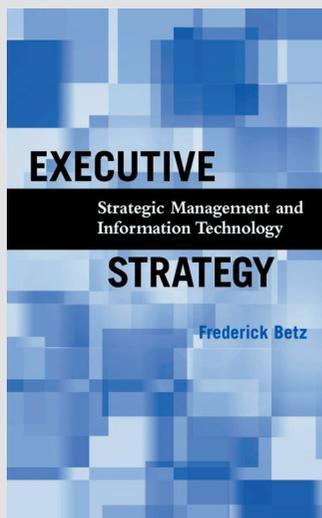
Hardcover: 346 pages

Publisher: Wiley; 1st edition (May 15, 2000)

List Price: \$99.00

Book Description:

An Environmental Impact Statement (EIS) is a report that is required for any proposed project that has the potential to result in significant impacts on the environment. If it is a privately funded project, such as a new factory or other large construction project, an EIS needs to be filed. This is the most practical guide available on EIS preparation, while also presenting a solid working strategy for any large-scale project that gets the work done efficiently and effectively.



**Executive Strategy :
Strategic Management
and Information
Technology**
by Frederick Betz

ISBN: 047138402X

Publisher: Wiley; 1 edition
(July 27, 2001)

Hardcover: 544 pages

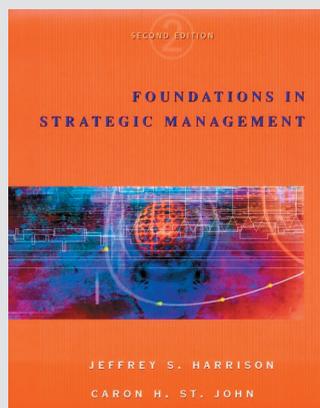
List Price: \$90.00

Book Info

Author builds on his pioneering work concerning the management of technical innovation to explore the powerful relationship between traditional strategic management and today's computer and communications technologies.

Book Description:

A modern theory of executive strategy for the information age. The information revolution has radically transformed virtually every aspect of business today. Yet, no book has fully addressed its impact on strategic management-until now. In *Executive Strategy: Strategic Management and Information Technology*, Frederick Betz builds on his pioneering work concerning the management of technical innovation to explore the powerful relationship between traditional strategic management and today's computer and communications technologies.



**Foundations of
Strategic Management**
by Jeffrey Harrison, Caron St.
John

ISBN: 0538878444

Publisher: South-Western
College Pub; 1st edition (July
22, 1997)

Paperback: 200 pages

List Price: 34.95\$

Book Description:

Featuring eight chapters, *Foundations in Strategic Management* offers a concise, comprehensive look at the most important topics in the field today. Based on a traditional approach to teaching Strategic Management, this text provides students with a

solid foundation in the subject area and instructors with room to supplement the text with material of their choosing. With their text *Strategic Management of Organizations and Stakeholders, 2e* coming out concurrently with this abbreviated text, Harrison and St. John are proven writers in their field, able to successfully condense the subject matter without compromising on quality or depth. Their comprehensive text is also offered in a Cases version with accompanying case notes, making a perfect companion for the smaller Foundations.



**Process-Based
Strategic Planning**
by Richard Kuhn, Rudolf
Grunig, Anthony Clark

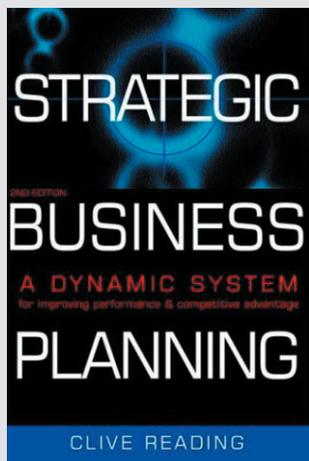
ISBN: 3540418229

Hardcover: 315 pages

Publisher: Springer-Verlag
Telos (July 1, 2001)

Book Description:

A company's strategies define its future direction. Developing future strategies is an important and complex task that is the core issue in this book. After a short introduction to strategic planning a heuristic process for determining future strategies is presented. This process is divided into seven steps and for each of these steps detailed recommendations for problem solving are provided and illustrated through many concrete examples. The new edition is improved and contains new material.



Strategic Business Planning: A Dynamic System For Improving Performance & Competitive Advantage
by Clive Reading

ISBN: 0749442719

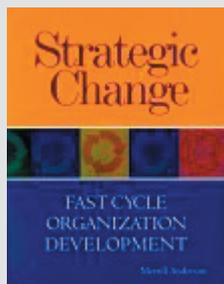
Publisher: Kogan Page; 2nd edition (August 15, 2004)

Paperback: 376 pages

List Price: \$29.95

Book Info:

Describes a proven business planning system that will help every organization to develop a lasting business plan. Provides a business planning system that will improve performance and competitive position of every organization that adopts it.



Strategic Change: Fast Cycle Organizational Development

by Merrill C. Anderson, Merrill Anderson

ISBN: 032406151X

Publisher: South-Western College Pub; 1st edition (June 19, 2000)

Paperback: 144 pages

List Price: \$30.95

Book Info

(Thomson Learning) Discusses how to re-think and streamline the traditional change process to make it more efficient and faster. Real-world examples are provided to show readers how to transform people and the company, and how to position each to meet the challenges of growth and change in the 21st century. Softcover. DLC: Organizational change.

Book Description:

The time-compressed, resource-constrained company's way to faster, more effective organizational change! This unique book shows readers how to shorten the time involved in the traditional change process by rethinking it, and running it in parallel, rather than linear, fashion. This strategic change will save money and time - and can help ensure any company's ability to adapt to change, and maintain a leadership role in the constantly challenging world of business.



Strategic Management : Competitiveness and Globalization, Concepts and Cases

by Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson

ISBN: 0324275285

Publisher: South-Western College Pub; 6 edition (February 13, 2004)

Hardcover: 1056 pages

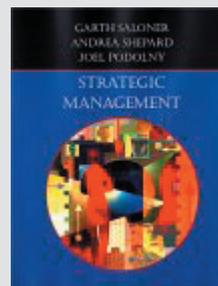
List Price: \$130.95

Book Info

A detailed investigation of strategic management in the context of globalization and competitiveness. Provides an integrated approach, but firm-based theory of strategic management is stressed throughout. Case studies included. Softcover.

Book Description:

Strategic Management: Competitiveness and Globalization, 6th edition provides the most accurate, relevant, and complete presentation of strategic management today. Authors Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson thoroughly revised each chapter, weaving cutting-edge ideas, research, and modern practice to create a presentation that captures the dynamic nature of the field. The authors integrate the traditional industrial organizational model of strategic management with the more modern resource-based view of the firm to explain how firms use the strategic management process to build a sustained competitive advantage.



Strategic Management

by Garth Saloner, Andrea Shepard, Joel Podolny

ISBN: 0471380717

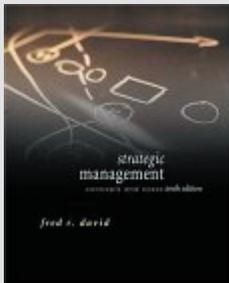
Hardcover: 464 pages

Publisher: Wiley; 1 edition (October 16, 2000)

List Price: \$91.95

Book Description:

This book is written for current and future general managers who have or will have overall responsibility for a business. The authors provide a set of frameworks, tools, and concepts to build this capability. The goal of the book is to provide insights into organizations and strategy that will help general managers make strategic thinking in their firms pervasive, effective, and rewarding.



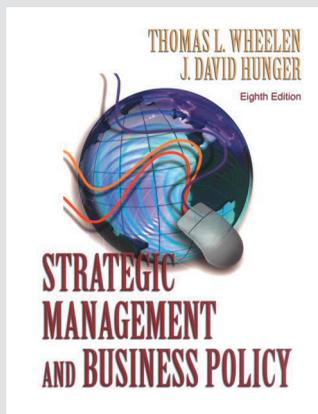
Strategic Management : Concepts and Cases (10th Edition)
by Fred David

ISBN: 0131503499
Publisher: Prentice Hall; 10 edition (July 23, 2004)
Hardcover: 824 pages
List Price: \$133.00

Book Description:

The tenth edition of *Strategic Management* is a current, well-written strategic management book with the most up-to-date compilation of cases available. Designed in functional four-color, it offers a popular practitioner-oriented perspective, focuses on skill-building in all major areas of strategy formation, implementation, and evaluation, and weaves three very contemporary themes throughout each chapter—globalization, the natural environment, and e-commerce. 46 Experiential Exercises, and 43 cases are included. The

author provides an overview of strategic management, as well as strategy formulation and implementation, strategy evaluation, strategic management case analysis, 46 Experiential Exercises and 43 cases including service company cases and manufacturing company cases. For management professionals, small business owners and others involved in business.

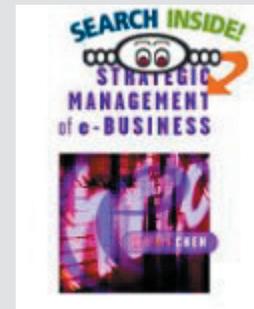


Strategic Management and Business Policy, Ninth Edition
by Tom Wheelen, J. David Hunger, David Hunger

ISBN: 0131421794
Publisher: Prentice Hall; 9 edition (July 15, 2003)
Hardcover: 1088 pages
List Price: \$133.00

This comprehensive book offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps readers develop an understanding of the wide range of theories and research available in this field—from competitive strategy and industry analysis to environmental trends and ethics. Integration of international issues throughout provides an essential understanding of global

economics and its impact on business activities in any location. **KEY TOPICS** 43 timely and well-researched corporate cases examine real companies at all stages of development. For directors of strategic planning, competitive intelligence analysts, and strategic planners.

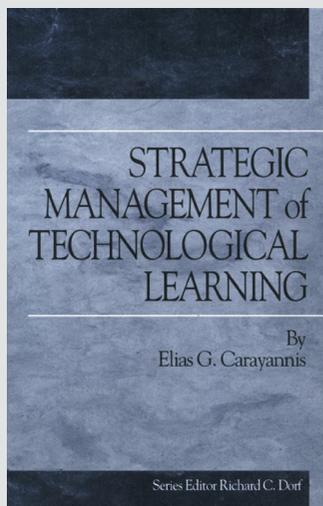


Strategic Management of e-Business
by Stephen Chen

ISBN: 0471496332
Publisher: John Wiley & Sons (March, 2001)
Paperback: 372 pages
List Price: \$65.00

Book Description:

Strategic Management of e-Business focuses on the strategic implications of e-Business and examines the strategies being employed by firms in a range of different industry sectors. It has been written for students taking MBA, final year undergraduate and executive education courses, and will also be a valuable resource for consultants and practitioners who need to gain a greater understanding of the strategic issues underpinning e-Business. Stephen Chen helps the reader develop the knowledge and skills required in the formulation and implementation of strategies for businesses competing in electronic markets.



Strategic Management of Technological Learning
by Elias Carayannis

ISBN: 0849337410
Publisher: CRC Press
(November 27, 2000)
Hardcover: 216 pages
List Price: \$99.95

Book Description:

How do companies such as BMW, Airbus Industrie, and Bayer leverage technology and learn to thrive where others fail? This book provides a one-stop resource on technology, innovation, and knowledge management. It gives you a tool for gaining short-term, case-specific insight and long-term, industry-wide understanding of the best technology management and learning policies and practices. The Strategic Management of Technological Learning explores a portfolio of case studies on technology-driven-but not exclusively high-tech-companies that have an overall long-term record of success and prosperity. Through in-depth interviews with industry practitioners, the author empirically identifies the presence of Strategic or Active Incrementalism.

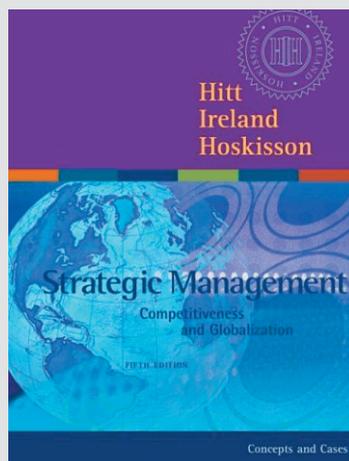


Strategic Management of Technology and Innovation
by Melissa Schilling, Melissa Schilling

ISBN: 0072942983
Publisher: McGraw-Hill/Irwin;
1 edition (June 25, 2004)
ISBN: 0072942983
List Price: \$62.50

Book Description:

Strategic Management of Technological Innovation follows a step-by-step process to explore how to guide a company from its strategic dynamics through formulation to implementation. Numerous high-profile examples reveal ways in which state-of-the-art strategies have been successfully applied to real companies and products from Sony to Segway.



Strategic Management: Competitiveness and Globalization with InfoTrac College Edition
by Michael A. Hitt, R. Duane

Ireland, Robert E. Hoskisson,
Robert E. Hosk

ISBN: 0324114796
Publisher: South-Western
College Pub; 5th edition (July
15, 2002)
Hardcover: 1280 pages
List Price: \$127.95

Book Description:

Strategic Management: Competitiveness and Globalization, 5th edition provides the most modern, relevant, and complete presentation of strategic management today. Authors Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson thoroughly revise each chapter, incorporating cutting-edge along with current examples, research and findings to accurately portray today's global business environment demonstrating how the strategic management process is being applied by modern organizations. The authors integrate the traditional industrial organizational model of strategic management with the more modern resource-based view of the firm to explain how firms build a sustained competitive advantage.



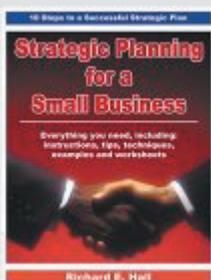
Strategic Patent Planning for Software Companies; A Look at Current Patent and Licensing Strategies

ISBN: B0002O6RYW; (July 7,
2004)

Publisher: Althos Publishing;
Digital: 54 pages
List Price: \$12.99
Format: Adobe Reader (PDF)

Book Description:

Strategic Patent Planning for Software Companies looks at the current patent and licensing strategies used by successful companies that develop and market software. This book discusses the current status of international patent protection as regards computer-implemented inventions (CII), explains why copyright is inadequate, and describes how patents are being used by Microsoft and the Apache Software Foundation to support a wide range of business objectives.

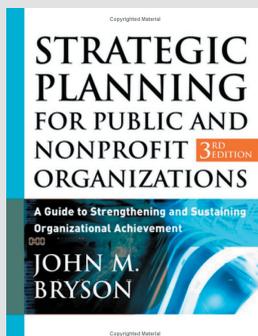


Strategic Planning for a Small Business
 by Richard E. Hall

ISBN: 0741421429
Publisher: Infinity Publishing (September, 2004)
Paperback: 89 pages
List Price: \$19.95

Book Info:

A terrific "how to develop a strategic business plan" book. It lays out the process in 10 easy to follow steps with instructions, examples and worksheets to guide you all the way.

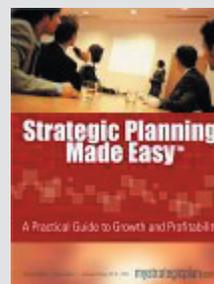


Strategic Planning for Public and Nonprofit Organizations : A Guide to Strengthening and Sustaining Organizational Achievement (Jossey Bass Public Administration Series)
 by John M. Bryson

ISBN: 0787967556
Publisher: Jossey-Bass; 3 edition (September 17, 2004)
Hardcover: 464 pages
List Price: \$45.00

Product Description:

When it was first published more than sixteen years ago, John Bryson's *Strategic Planning for Public and Nonprofit Organizations* introduced a new and thoughtful strategic planning model. Since then it has become the standard reference in the field. In this completely revised third edition, Bryson updates his perennial bestseller to help today's leaders enhance organizational effectiveness.



Strategic Planning Made Easy: A Practical Guide to Growth and Profitability
 by Nancy Olsen, Erica Olsen, Howard Olsen

ISBN: 0974834327
Publisher: M3 Planning, Inc. (May, 2004)
Spiral-bound: 105 pages
List Price: \$39.95

Book Description:

The book presents an integrated market-focused strategic planning process. The three main concepts – developing your mission, reaching your market, and establishing your measurement – are developed through 12 practical steps. Each step contains appropriate content, examples, and worksheets. A full-size Strategic Planning Map is provided at the end of the book as a place to summarize and visualize their plan. The book helps small- and medium-sized businesses build and execute their business strategies through a cost-effective, do-it-yourself solution. This book is designed to stand alone or to be used as a reference guide in conjunction with the online, interactive "Comprehensive Strategic Plan". Companies can build their plans quickly and efficiently, leading to increased growth and unparalleled success.