



Strategic Management and Business Analysis

Wyn Jenkins, Dave Williamson

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How can managers analyze their current and future business strategies? This textbook introduces the fields of business analysis and strategic management to provide students with an understanding of the key questions that need to be asked to understand an organization's options.

The second part of the book provides tools and techniques to help organize and improve corporate strategy. Uniquely, the authors provide resources to assess aspects of strategic goals which are sometimes overlooked such as financial performance, ethical and environmental considerations and business models. They cover a diverse range of companies from Supermarkets like Aldi and Tesco to Caermory Whiskey and Chinese manufacturing.

This textbook is perfect reading for students who want to apply strategic thinking to organizations and benefits from the inclusion of new case studies throughout the text as well as 10 extended cases in a separate section.

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