



Strategic Management: Theory and Application

Adrian Haberberg, Alison Rieple

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Strategic Management: Theory and Application is an undergraduate student-focused text which provides an emphasis on skills development. The features provided throughout the book promote the development of critical thinking, analytical rigor and creativity skills. The text is structured to include a variety of learning features including real-life applications, four running cases, what can go wrong boxes, theoretical debates, using evidence, creative strategising, end-of-chapter cases and longer cases. These place emphasis on realism through recent, illustrative examples of what can go wrong with even the most well-conceived strategies as well as demonstrating the relevance of the theory to real-life practice. The balanced approach to theory and application summarises relevant economic, sociological and organization-theoretic concepts, without attempting to artificially force these into inappropriate theoretical 'boxes'. With a highly accessible writing style, this text is an invaluable learning tool for all students in this area.

Online Resource Centre

The Online Resource Centre (ORC) accompanying this textbook provides all the teaching and learning materials needed to support each chapter, removing the need for lecturers to look for additional seminar and text materials, and giving students the resources they need to check and build upon their understanding.

The Lecturer section features answers to case study and end-of-chapter questions, seminar activities, PowerPoint slides and a test bank to aid lecturers' teaching. The suite of video clips matching the core concepts explored in the book helps bring the subject to life and adds a useful teaching tool to the textbook package.

The Student section comprises multiple-choice questions, web-links a flashcard glossary and exercises to help students test their own understanding.

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