

# 《战略管理》

## 图书基本信息

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# 《战略管理》

## 内容概要

任何企业都有着自己的重大决定，那些对整个企业业绩带来巨大影响的都是战略决策，而它们的制定和实施过程就是战略管理。

本书介绍了一整套战略管理的方法。第一章介绍了战略管理的概念、意义和作用，以及制定的步骤和适用范围。第二章对企业的所处的外部环境进行分析。介绍了对行业环境和五种竞争力量的分析。第三章介绍如何形成可行的战略，并强调只有重视买主需求的战略才是好战略。第四章介绍了如何分析企业现有的内部组织结

## 书籍目录

### Contents

- 1 What is strategic management?
  - Making strategic decisions
  - Problems with corporate planning
  - Mission statements
  - Developing a strategic perspective
  - Organizations or firms?
  - Corporate versus business level strategy making
  - Developing skills in strategic management
  - Case study: Workgear Ltd
- 2 Analyzing the environment
  - The Five Forces model
  - The overall attractiveness of the industry
  - Looking into the future
  - Industry life cycle
  - Interrelationships between the five forces
  - Buyer segments
  - Competitor analysis
  - Bringing it all together: integrating the environmental analysis
- Casework
- 3 Competitive strategy
  - Assessing the generic strategy concept
  - Buyer needs
  - Value chains
  - Positioning the firm
- Casework
- 4 The organizational implications of different strategies
  - Achieving cost leadership
  - Cost leadership, stability and 'strategic fit'
  - Achieving differentiation
  - From differentiation to cost leadership
  - From cost leadership to differentiation
  - Pursuing cost leadership and differentiation simultaneously
  - Two types of differentiation
- Casework
- 5 Analyzing the organization
  - Structure and systems
  - Culture, style and values
  - Skills and resources
  - Comparing the current position with the desired position
- Casework
- 6 Managing strategic change
  - Judging the extent of change required
  - Visions and missions
  - Force field analysis
  - Getting movement
  - Dealing with momentum

Research into strategic change

Casework

7 Corporate strategy and global strategy

Managing diverse corporations

Sharing activities: the key to success

How to diversify?

When to diversify?

How to structure the corporation?

Global strategy

Appendix: Workgear case analysis

Recommended reading

Index

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