

# Strategic Management Concepts Frank Rothaermel

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pulling together into a single framework the two separate disciplines of strategy management and risk management this book provides a practical guide for organizations to shape and execute sustainable strategies with full understanding of how much risk they are willing to accept in pursuit of strategic goals

structure of the book the structure is logical and easy to use the book begins with an introductory section part i which describes and illustrates the foundations of organizational behaviour the book next discusses in part ii individual processes and behaviour it then moves in part iii to examine the interactions among individuals in group behaviour part iv discusses the organization system and finally in part v the book presents organizational dynamics numerous up to date examples because many students have limited exposure to real organizations the book contains recent examples from a broad spectrum of organizations to illustrate the major concepts and to help students apply the knowledge some distinctive pedagogical features organizational behaviour offers a number of distinctive time tested and interesting features for students as well as new and innovative features these features should facilitate the students acquisition and retention of the material v learning objectives focus student attention on upcoming chapter content and show what happens to the manager or organization v cases at the end of the chapter provide students an opportunity to apply their knowledge in making managerial decisions and recommendations v numerous review and discussion questions follow each chapter these questions are designed to enhance student learning and interest

for many years asset management was considered to be a marginal activity but today it is central to the development of financial industry throughout the world asset management s transition from an art and craft to an industry has inevitably called integrated business models into question favouring specialisation strategies based on cost optimisation and learning curve objectives this book connects each of these major categories of techniques and practices to the unifying and seminal conceptual developments of modern portfolio theory in these bear market times performance evaluation of portfolio managers is of central focus this book will be one of very few on the market and is by a respected member of the profession allows the professionals whether managers or investors to take a step back and clearly separate true innovations from mere improvements to well known existing techniques puts into context the importance of innovations with regard to the fundamental portfolio management questions which are the evolution of the investment management process risk analysis and performance measurement takes the explicit or implicit assumptions

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