

## Understanding Strategic Management By Anthony Henry

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This succinct textbook takes students through the key stages of strategic management: analysis, formulation, and implementation, with an emphasis on providing students with the essential tools of analysis.

The most complete introduction for students looking for a briefer guide to strategic management, packed with real-life examples and an emphasis on the essential tools of analysis.

Packed with real-life examples and emphasising the essential tools of analysis, this is the ideal introduction for students taking their first steps into strategic management.

Strategic Business Analysis shows students how to carry out a strategic analysis of a business, with clear guidelines on where and how to apply the core strategic techniques and models that are the integral tools of strategic management. The authors identify the key questions in strategic analysis and provide an understandable framework for answering these questions. Several case studies are used to focus understanding and enable a more thorough analysis of the concepts and issues, especially useful for students involved with case study analysis. Accompanying the text is a CD-Rom containing the models, tutorial guidance, and a PowerPoint presentation. A blank template is provided for each model, enabling students to actively interact and enter their own data - an effective 'what if...' facility. This will enable students to appreciate the limitations as well as the advantages of the strategic models.

Kemel Mellahi's name appears as first author in 2011 edition.

Strategic Maintenance Planning deals with the concepts, principles and techniques of preventive maintenance, and shows how the complexity of maintenance strategic planning can be resolved by a systematic 'Top-Down-Bottom-Up' approach. It explains how to establish objectives for physical assets and maintenance resources, and how to formulate an appropriate life plan for plant. It then shows how to use the life plans to formulate a preventive maintenance schedule for the plant as a whole, along with a maintenance organization and a budget to ensure that maintenance work can be resourced. This is one of three stand-alone volumes designed to provide maintenance professionals in any sector with a better understanding of maintenance management, enabling the identification of problems and the delivery of effective solutions. \* The first of three stand-alone companion books, focusing on the formulation of strategy and the planning aspects of maintenance management. \* Learn how to establish objectives - for physical assets and maintenance resources. Formulate a life plan for each unit and a preventive maintenance schedule for the plant as a whole; Design a maintenance organization and budget to ensure that the maintenance work can be resourced \* With numerous review questions, exercises and case studies - selected to ensure coverage across a wide range of industries including processing, mining, food, power generation and transmission

Taking a strategic approach to human resource management, this text integrates human resources with other functional areas such as marketing, finance, operations and accounting. It links human resource strategies to corporate strategies, demonstrating how HR fits into an organization.

This student-focused text provides an emphasis on skills development. Packed with real-life examples of what can go wrong with even the most well-conceived strategies, there is a focus on realism throughout. With a highly accessible writing style, this text it is an invaluable learning tool for all students in this area.

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