

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

**Autor:**

**Precio:** \$690.00

**Editorial:**

**Año:** 2010

**Tema:**

**Edición:** 12ª

**Sinopsis**

**ISBN:** 9780136097358

A class-tested approach to Strategy with new focus on environmental sustainability.

Introduction to Strategic Management and Business Policy; Scanning the Environment; Strategy Formulation; Strategy Implementation and Control; Introduction to Case Analysis; Web Chapters: Other Strategic Issues; Cases in Strategic Management

MARKET: This text equips readers with the strategic concepts they will need to know as we face the future consequences such as climate change, global warming and energy availability.