



Fundamentals of Strategy with MyStrategyLab: AND MyStrategyLab

Gerry Johnson, Kevan Scholes, Richard Whittington

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Fundamentals of Strategy is a brand new concise version of the market-leading text Exploring Corporate Strategy. It has been developed for students on short courses in strategy for example, doing an initial course at undergraduate, postgraduate or post-experience level, or studying strategy as part of a wider degree in the arts, sciences or engineering. The book comprises 10 chapters, and focuses on the analysis and formulation of strategy. The final chapter raises implementation issues such as organisational structure, management processes and strategic change.

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