Brief Contents

PART SEVEN Cases in Strategic Management 1-1

PART ONE Int	roduction to Strategic Management and Business Policy 1
Chapter 1	Basic Concepts in Strategic Management 1
Chapter 2	Corporate Governance 34
Chapter 3	Ethics and Social Responsibility in Strategic Management 55
PART TWO Scanning the Environment 71	
Chapter 4	Environmental Scanning and Industry Analysis 71
Chapter 5	Internal Scanning: Organizational Analysis 104
PART THREE Strategy Formulation 137	
Chapter 6	Strategy Formulation: Situation Analysis and Business Strategy 137
Chapter 7	Strategy Formulation: Corporate Strategy 163
Chapter 8	Strategy Formulation: Functional Strategy and Strategic Choice 188
PART FOUR Strategy Implementation and Control 213	
Chapter 9	Strategy Implementation: Organizing for Action 213
Chapter 10	Strategy Implementation: Staffing and Directing 238
Chapter 11	Evaluation and Control 261
PART FIVE Other Strategic Issues 291	
Chapter 12	Strategic Issues in Managing Technology and Innovation 291
Chapter 13	Strategic Issues in Entrepreneurial Ventures and Small Businesses 316
Chapter 14	Strategic Issues in Not-For-Profit Organizations 338
PART SIX Intro	oduction to Case Analysis 353
Chapter 15	Suggestions for Case Analysis 353