



# Essential Challenges of Strategic Management (Hardback)

By William B. Rouse

John Wiley and Sons Ltd, United States, 2001. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Praise for Essential Challenges of Strategic Management Bill Rouse provides helpful insight to make any business, and in particular any high- tech business, perform better. (Dennis A. Roberson, Senior Vice President Chief Technology Officer Motorola) A well-organized, easy-to-understand bible for all strategic managers and leaders. (Dr. Stanley G. Rosen, Director of Strategic Planning Boeing Satellite Systems) A must-read for managers seeking clarity and focus as they lead organizations through chaotic times. (William C. Kessler, Vice President for Enterprise Productivity Lockheed Martin Aeronautics Company) From TQM to business process reengineering to knowledge management, the last several decades have witnessed the rise and fall of many a management panacea. As a consequence, a general feeling is now brewing among disillusioned managers worldwide that perhaps the time has come to abandon the impractical quest for an all-encompassing solution to management problems and get back to basics. Essential Challenges of Strategic Management takes a major step towards realizing that goal. Drawing upon the experiences of literally thousands of executives and senior managers working in all industry sectors, as well as government and nonprofit organizations, this...



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