Exploring Corporate Strategy

by Richard Whittington


Exploring Corporate Strategy: Text & Cases with Companion. The process of achieving a new alignment with the environment, compared to input that can be garnered from other organizational members, is examined. Pearson - Exploring Corporate Strategy: Text & Cases with Companion. Summary Exploring Corporate Strategy, G. Johnson, R. Whittington and K. Scholes and R. Whittington. ISBN 978-0-273-71191-973549-6 (text only) or <br/>