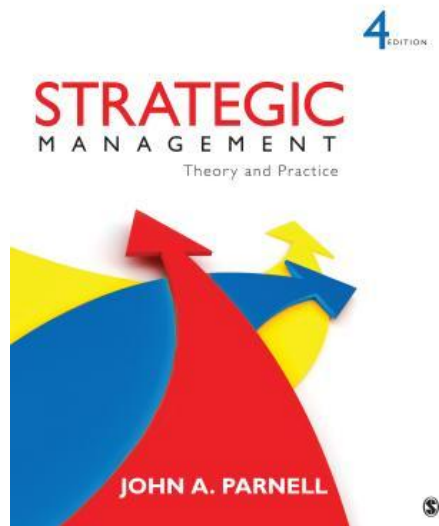




Strategic Management: Theory and Practice

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The developed world is experiencing a major shift in the business landscape. The increase in technology-most notably the rise of the Internet economy-has triggered major changes in how firms should be managed. However, one fact has remained constant: an organization's success or failure is generally linked to its strategic management efforts. The strategic challenges it faces are usually ambiguous and unstructured, requiring its managers to understand the relationships among the organization's parts and chart a course for moving it forward.

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