



# Corporate Strategy (4th Edition)

*By Richard Lynch*

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A rich resource that guides students through the rational and emergent approaches to strategic management. Thoroughly updated references and 27 brand new cases ensure that students will actively learn the core topics and how to apply them in practice.

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## Editorial Review

From the Back Cover

### **Corporate Strategy 4th Edition** *by Richard Lynch*

Corporate Strategy 4th edition provides a balanced and in-depth exploration of rational and creative approaches to strategy development from around the globe.

Its combination of readability, comprehensive coverage and up-to-date case studies clearly demonstrate exactly what strategic theory is and how it translates into practice in the real world.

#### **New to this edition:**

- **A brand new chapter** on Government, Public Sector and Not for Profit strategy.
- **80 case studies** from around the world give students a broad perspective on how strategy is applied in organizations as diverse as MTV and a local theatre company, Bajaj Motorcycles of India and the Olympic City bids. 1/3 of cases are new to this edition.
- **The most current topics**, including increased financial disclosure and corporate governance, technology, entrepreneurial strategy, network strategies and much more.

#### **Supporting student learning through:**

- A *Student CD Rom* contains an extended case study introducing the subject of strategy.
- *Learning Outcomes*, *Key Strategic Principles* and *Chapter Summaries* give a clear idea of what's expected to be understood by students for each chapter, while *end of chapter questions* and *Multiple Choice quizzes* on the Companion Website help students to recap and check that they have understood.
- *Critical Reflections* and *Strategic Project* boxes encourage debate and updated *References*, *Further Reading* and live *Web Links* on the Companion Website and help students to investigate topics further.
- A full *Glossary* is supplied both in the book and on the Website.

The Companion Website for this book can be found at [www.pearsoned.com](http://www.pearsoned.com) and also includes the Lecturer's Resources, which are password protected and include a brand new Test Bank, Case Studies removed from the third edition, updated PowerPoint slides and a full Lecturer's Manual with supporting notes for the Case Studies and the Student CD Rom.

Accessible, modern, international and comprehensive – Richard Lynch's *Corporate Strategy 4th Edition* is ideal for students undertaking any introductory course in Strategy.

**Richard Lynch** has worked as a Strategic Director and run his own management consultancy company specializing in European and International strategy. He is Emeritus Professor of Strategic Management at Middlesex University in London, UK.

## **Users Review**

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#### **Leslie Hackett:**

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#### **Pedro Dillon:**

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