

## **Strategic Management: Value Creation, Sustainability and Performance**

G. Page West IIIIII



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# Strategic Management: Value Creation, Sustainability and Performance

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**Strategic Management: Value Creation, Sustainability and Performance** G. Page West IIIIII Second Edition, provides an innovative and effective new approach to the study of strategic management. This groundbreaking text emphasizes strategy development for growth-oriented businesses in highly competitive environments. It applies traditional principles and frameworks to the dynamic business climate that today's students will experience as working professionals. Using value creation and resource-based sustainability as integrating mechanisms, the text enables a broad discussion of stakeholders and organizational goals, as well as in-depth exploration of the foundation of superior long term performance. Masterfully balancing fundamental strategy theory and practical, real-life applications – presented through vignettes, exercises, and contemporary illustrations – the author employs a lively and engaging writing style that will appeal to students and instructors alike.

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