



Strategic Management: Theory and Application

By Adrian Haberberg, Alison Rieple

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Strategic Management: Theory And Application, a textbook for undergraduate and postgraduate courses, focuses on the development of skills and critical thinking. It explores the theoretical aspects of strategic management and offers numerous cases to present the concepts from a real-life perspective. It emphasizes the development of creative skills, analytical rigour, and critical thinking. The book is divided into five sections. The first section focuses on the core concepts of strategic management. Section Two is dedicated to the assessment of distinctiveness. The third section analyses the sustainability of advantage. The fourth and fifth sections explore strategic analysis, strategy formulation, and implementation. Some of the highlights of the book include theoretical debates, four case studies, and real life applications. Several illustrative and realistic examples have been included to demonstrate the potential pitfalls even in the most well-conceived strategies. The book was published in 2008 by Oxford University Press.

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Editorial Review

About the Author

Adrian Haberberg is a senior lecturer at Westminster Business School. Alison Rieple is a professor of Strategic Management at Westminster Business School. She graduated with a degree in music, and followed it up with an MBA and then a PhD from Cranfield University. Her research interests lie in the field of strategic management in creative industries such as design and music.

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