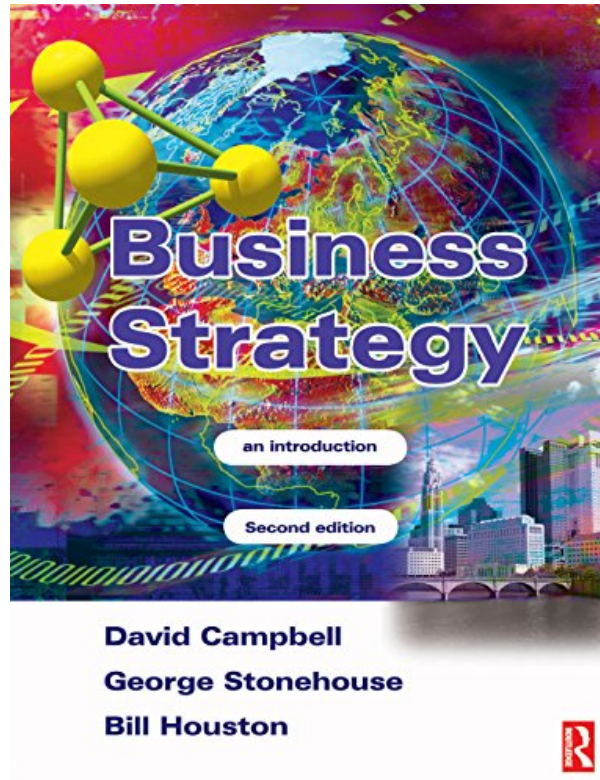
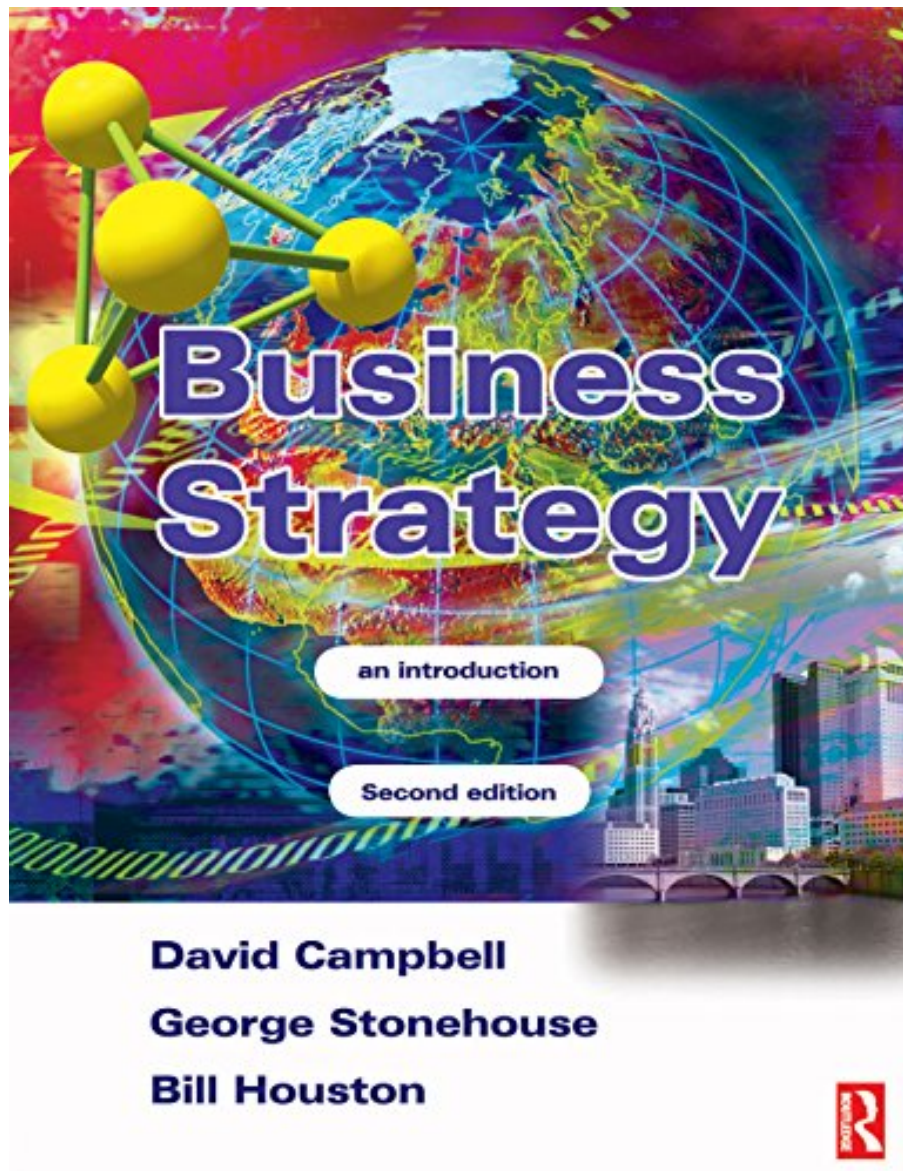


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'A clear and concise summary of many of the key concepts in Strategic Management. It should be of real value to students especially in the run up to exams.'

Professor David Parker, Aston University.

About the Author

David Campbell is senior lecturer in strategic management at Newcastle Business School, University of Northumbria at Newcastle. He is the author of several books including 'Business Strategy' and 'Organizations and the Business Environment'. His research interests include business ethics and social and environmental accounting.

George Stonehouse is also visiting professor in international strategic management, at the University of Zhengzhou, People's Republic of China. His research interests include globalisation, knowledge-based strategy and organisational learning.

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