



Strategic Management: Value Creation, Sustainability, and Performance

Charles E. Bamford, G. Page West

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STRATEGIC MANAGEMENT: VALUE CREATION SUSTAINABILITY PERFORMANCE, First Edition, provides an innovative and effective new approach to the study of strategic management. This groundbreaking text emphasizes growth-oriented businesses and highly competitive environments, applying traditional principles and frameworks to the dynamic business climate today's students will experience as working professionals. Using value creation, sustainability, and performance as integrating mechanisms, the text enables a broad discussion of stakeholders and organizational goals, as well as in-depth exploration of the value chain framework. Masterfully balancing fundamental business theory and practical, real-life applications--presented through vignettes, exercises, and simulations--the authors employ a lively and engaging writing style that will appeal to students and instructors alike.

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