



Corporate Level Strategy: Theory and Applications

By Olivier Furrer

Download now

Read Online ➔

Corporate Level Strategy: Theory and Applications By Olivier Furrer

The challenges faced by diversified corporations?firms that operate in more than one industry or market?have changed over the years. In this new edition, Olivier Furrer helps students of corporate strategy to consider the impact of critical changes in resources, businesses and headquarters roles on the firm's ability for establishing and sustaining corporate advantage.

New to this edition are stimulating pedagogical features and additional material such as a new chapter on the theoretical foundations of multibusiness firms, along with a host of new examples from across the world.

A companion website supplements the book, providing PowerPoint slides, a test bank of questions, and lists of suggested case studies.

↓ [Download Corporate Level Strategy: Theory and Applications ...pdf](#)

📄 [Read Online Corporate Level Strategy: Theory and Application ...pdf](#)

Corporate Level Strategy: Theory and Applications

By Olivier Furrer

Corporate Level Strategy: Theory and Applications By Olivier Furrer

The challenges faced by diversified corporations?firms that operate in more than one industry or market?have changed over the years. In this new edition, Olivier Furrer helps students of corporate strategy to consider the impact of critical changes in resources, businesses and headquarters roles on the firm's ability for establishing and sustaining corporate advantage.

New to this edition are stimulating pedagogical features and additional material such as a new chapter on the theoretical foundations of multibusiness firms, along with a host of new examples from across the world.

A companion website supplements the book, providing PowerPoint slides, a test bank of questions, and lists of suggested case studies.

Corporate Level Strategy: Theory and Applications By Olivier Furrer Bibliography

- Published on: 2016-05-16
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 7.00" w x .75" l, .0 pounds
- Binding: Hardcover
- 298 pages

 [Download Corporate Level Strategy: Theory and Applications ...pdf](#)

 [Read Online Corporate Level Strategy: Theory and Application ...pdf](#)

Editorial Review

Review

'This highly readable book is a valuable guide to assess ways in which a corporate parent can add or destroy value to its portfolio of businesses. With a keen eye for the history of the field, Furrer provides a welcome overview of what constitutes strategy at the corporate level in a way that is accessible to both students of management and practitioners alike.' - Rick H.L. Aalbers, Assistant Professor of Strategy & Innovation, Radboud University, the Netherlands

'This book blends theory and practice and gives voice to the adage that the best theory is the best practice and vice versa. The book is written to stress learning and thus each chapter begins with learning objectives and each chapter ensures that it covers material that should provide the reader with knowledge to accomplish those objectives. In closing, it is a very valuable book on a very important subject.' - Devanathan Sudharshan, Professor, University of Kentucky, USA

'This book provides an excellent roadmap and a set of essential tools for every step in the ongoing struggle between diversifying and restructuring around the blurred boundaries of corporate and competitive levels of strategy. A bedside handbook for students and C-level managers of any firm.' - Miguel González-Loureiro, Associate Professor, University of Vigo, Spain and CIICESI, Portugal

'There are many textbooks in Strategic Management but very few in Corporate Strategy. Furrer not only fills this gap but also offers a comprehensive presentation of the main issues on this important area of strategy. He covers the traditional topics such as diversification strategies, vertical integration and mergers and acquisitions as well as, most importantly, including some less well researched areas, such as defining the business, restructuring strategies and managing and organizing the multibusiness firm. This is an essential book for Corporate Strategy.' - Luis Ángel Guerras-Martín, Professor, Universidad Rey Juan Carlos, Spain

'Olivier Furrer provides an all-encompassing, eloquent, and imperative insight in corporate strategy. Building on a solid theoretical foundation, he details on multiple contemporary topics, including firm growth, multi-market competition, restructuring, and corporate social responsibility. The book is rich with mind-expanding examples, which reinforces the book's freshness and enables an easy comprehension of the content. If one seeks to obtain an understanding about what corporate strategy is, and why it matters, this book is a must have!' - Brian Tjemkes, Associate Professor, VU University Amsterdam, the Netherlands

About the Author

Olivier Furrer is Chaired Professor of Marketing at the University of Fribourg in Switzerland and Visiting Professor at HEC Geneva, Switzerland and the University of Lille, France.

Users Review

From reader reviews:

Jennifer Carter:

Why don't make it to become your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite book and reading a publication. Beside you can solve your problem; you can add your knowledge by the guide entitled Corporate Level Strategy: Theory and Applications. Try to the actual book Corporate Level Strategy: Theory and Applications as your close friend. It means that it can being your friend when you truly feel alone and beside regarding course make you smarter than ever before. Yeah, it is very fortunated for you. The book makes you a lot more confidence because you can know every thing by the book. So , we should make new experience as well as knowledge with this book.

Orlando Hernandez:

Do you have something that you want such as book? The guide lovers usually prefer to opt for book like comic, quick story and the biggest the first is novel. Now, why not attempting Corporate Level Strategy: Theory and Applications that give your fun preference will be satisfied by reading this book. Reading addiction all over the world can be said as the means for people to know world much better then how they react toward the world. It can't be explained constantly that reading routine only for the geeky particular person but for all of you who wants to be success person. So , for all of you who want to start examining as your good habit, you may pick Corporate Level Strategy: Theory and Applications become your starter.

Jackson Cabrera:

Reading a book for being new life style in this calendar year; every people loves to learn a book. When you learn a book you can get a lots of benefit. When you read ebooks, you can improve your knowledge, since book has a lot of information into it. The information that you will get depend on what types of book that you have read. If you want to get information about your analysis, you can read education books, but if you want to entertain yourself you can read a fiction books, such us novel, comics, as well as soon. The Corporate Level Strategy: Theory and Applications will give you a new experience in looking at a book.

Josephine McIntire:

Do you like reading a reserve? Confuse to looking for your chosen book? Or your book ended up being rare? Why so many question for the book? But any kind of people feel that they enjoy with regard to reading. Some people likes reading through, not only science book but novel and Corporate Level Strategy: Theory and Applications or perhaps others sources were given knowledge for you. After you know how the truly amazing a book, you feel wish to read more and more. Science publication was created for teacher or maybe students especially. Those publications are helping them to bring their knowledge. In additional case, beside science reserve, any other book likes Corporate Level Strategy: Theory and Applications to make your spare time much more colorful. Many types of book like this one.

Download and Read Online Corporate Level Strategy: Theory and Applications By Olivier Furrer #H9DOZW7PCUE

Read Corporate Level Strategy: Theory and Applications By Olivier Furrer for online ebook

Corporate Level Strategy: Theory and Applications By Olivier Furrer Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Corporate Level Strategy: Theory and Applications By Olivier Furrer books to read online.

Online Corporate Level Strategy: Theory and Applications By Olivier Furrer ebook PDF download

Corporate Level Strategy: Theory and Applications By Olivier Furrer Doc

Corporate Level Strategy: Theory and Applications By Olivier Furrer Mobipocket

Corporate Level Strategy: Theory and Applications By Olivier Furrer EPub

H9DOZW7PCUE: Corporate Level Strategy: Theory and Applications By Olivier Furrer