

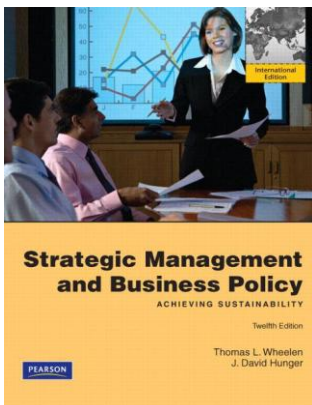
# FEATURED LIBRARY BOOKS OF THE MONTH

CHECK OUT NOTABLE BOOKS ON POPULAR TOPICS FROM THE **HONG KONG INSTITUTE OF CPAs LIBRARY** AND KEEP UP-TO-DATE.

## THIS MONTH'S TOPIC

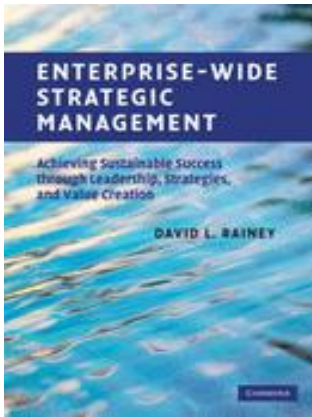
### **Strategic Planning**

<b>Title:</b>	Strategic management and business policy : achieving sustainability
<b>Author:</b>	Thomas L. Wheelen, J. David Hunger
<b>Publisher:</b>	Upper Saddle River, N.J. : Pearson Prentice Hall
<b>Year of Publication:</b>	2010
<b>Edition:</b>	12th ed.
<b>Call No.:</b>	HD30.28 .W43 2010



- ◆ This edition introduces a new theme: environmental sustainability. This new theme complements the existing global issues theme carried forward from past edition. Environmental sustainability has become a strategic issue and one that will become even more important in the years ahead, as all of us struggle to deal with the consequences of climate change, global warming, and energy availability.
- ◆ Contents of the book include:
  - Basic concepts in strategic management
  - Corporate governance
  - Ethics and social responsibility in strategic management
  - Environmental scanning & industry analysis
  - Internal scanning & organizational analysis
  - Strategy formulation: Situation analysis & business strategy
  - Strategy formulation: Corporate strategy
  - Strategy formulation: Functional strategy & strategic choice
  - Strategy Implementation: Organizing for action
  - Strategy Implementation: Staffing & directing
  - Evaluation & control
  - Suggestions for case analysis

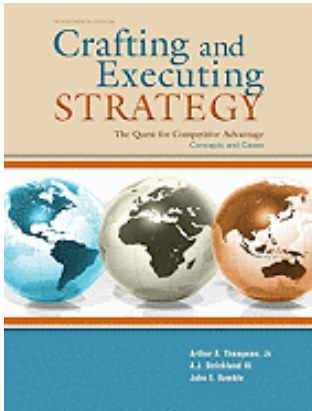
**Title:** Enterprise-wide strategic management : achieving sustainable success through leadership, strategies, and value creation  
**Author:** David L. Rainey  
**Publisher:** Cambridge University Press  
**Year of Publication:** 2010  
**Call No.:** HD30.28 .R35 2010



◆ The book is a leading-edge work that shows how business leaders can take better advantage of their opportunities by taking a broader perspective of the world in which they operate. David Rainey advocates a holistic approach to the business environment, arguing that managers must work with all stakeholders to create long-term success. Including numerous case studies featuring global corporations and small- and medium-sized enterprises (SMEs), it provides guidance and support in formulating, developing, and implementing business strategies and action plans. It also includes advice on how to develop and deploy strategic management systems, management constructs, and organizational structures.

- ◆ The title covers:
- Enterprise-wide strategic management: Underpinnings and context
  - Strategic management: Historical aspects and contemporary perspectives
  - Enterprise-wide strategic leadership: Creating value and sustainable success
  - The business environment: A global perspective on leading change
  - Market spaces: The intersection of economic and business forces
  - Strategic management framework and strategic analysis
  - Strategic formulation - options, mission statements, and objectives
  - Strategy formulation - business strategies and action plans
  - Strategic implementation and execution
  - Reflections and concluding comments

**Title:** Crafting and executing strategy : the quest for competitive advantage : concepts and cases  
**Author:** Arthur A. Thompson, Jr., A.J. Strickland III, John E. Gamble  
**Publisher:** New York : McGraw-Hill/Irwin  
**Year of Publication:** 2010  
**Edition:** 17th ed.  
**Call No.:** HD30.28 .T53 2010



◆ Thompson, Strickland and Gambles present the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. Known for its cases and teaching notes, the title provides an unparalleled case line up. It includes following features: 1) 22 of the 26 cases are brand new or extensively updated for this edition; 2) the selection of cases is diverse, timely, and thoughtfully-crafted and complements the text presentation pushing students to apply the concepts and analytical tools they have read about; 3) many cases involve high-profile companies; and, 4) there's a comprehensive package of support materials that are a breeze to use, highly effective, and flexible enough to fit most any course design.

- ◆ The book includes:
- Introduction and overview
  - Core concepts and analytical tools
  - Crafting a strategy
  - Executing the strategy
  - Crafting strategy in single-business companies
  - Crafting strategy in diversified companies
  - Implementing and executing strategy
  - Strategy, ethics, and social responsibility

For Strategic Management and Business Policy courses. Class-tested approach to Strategy with new focus on environmental sustainability. Wheelen and Hungerford's class-tested approach to teaching Strategy is brought into sharper focus with a new theme: environmental sustainability. Special chapters deal with strategic issues in managing technology and innovation, entrepreneurial ventures and small businesses, and not for profit organizations. (Web Chapters A, B, and C, respectively) These issues, which are often ignored by other strategy textbooks, are available on the textbook's Web site at [www.prenhall.com/wheelen](http://www.prenhall.com/wheelen). This chapter introduces the concept of business policy and strategic management. With the increased competition, the management of business has acquired strategic dimension. All professionals, including the Chartered Accountants, working towards growth of their businesses must possess sound knowledge of strategic management. Business policy and strategic management are highly intertwined.

2. Business Policy as a Discipline. The origins of business policy can be traced back to 1911, when Harvard Business School introduced an integrative course in management aimed at the creation of general managers. Strategic Management & Business Policy. Businesses need to implement sound strategies to succeed. Those strategies form part of an overall management and business policy that guides the business in connecting with customers, generating profits and managing resources. The related concepts of strategic management ... Strategic Management and Business Policy. Strategic management represents a theoretical concept first introduced by Peter Drucker in the mid-20th century. The idea behind strategic management is that organizations will be better equipped to meet their goals and objectives if the owners and managers adopt a clear business philosophy. For many businesses, that philosophy will be to increase their share of the market.

Smu - strategic management and business policy SET-1

1. What can be defined as the art and science of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its objectives? a. b. c. d. e. Strategy formulation Strategy evaluation Strategy implementation Strategic management Strategic leading.

2. Which of the following is not a cultural product? a. b. c. d. e. rites Emblems Rituals Sagas Symbols.