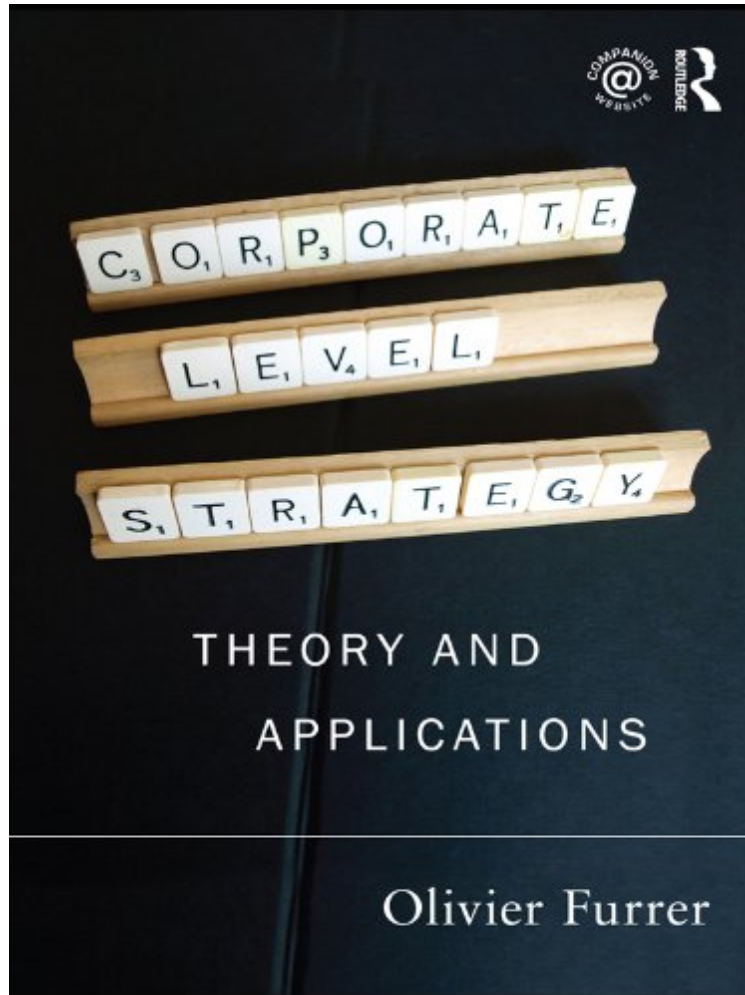


(Download) Corporate Level Strategy: Theory and Applications

Corporate Level Strategy: Theory and Applications

Olivier Furrer

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Olivier Furrer : Corporate Level Strategy: Theory and Applications before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Level Strategy: Theory and Applications:

1 of 1 people found the following review helpful. For academics only By Jackal Pretty good summary of the academic literature on corporate level strategy up until around 2006. Sadly, it is the typical European academic synthesizing mostly American research. Such is the division of labour between Europe and the US. The book is heavy on boxes and arrows diagrams and weak on actual companies. This is a book for academics only and it is not at all bad. However, academics should read the original sources instead so I cannot give more than two stars. Practitioners cannot gain much relevant knowledge from this book. If you ask, I have better suggestions.

The challenges faced by diversified corporations ndash; firms that operate in more than one industry or market ndash; have changed over the years. There is now a wide range of strategies, including corporate level strategy, to add

competitive advantage to these corporations as a whole. In *Corporate Level Strategy*, Furrer guides the reader in developing the ability to consider the impact of change and other important environmental forces on the opportunities for establishing and sustaining corporate advantage by exploring three fundamental questions: Why are some companies highly specialized, while others embrace a wide range of products, markets and activities? What is the link between scope and performance? What can we say about the management of multi-business firms in terms of structure, management systems and leadership? Replete with case studies and international examples, and featuring a companion website, this incisive book is an ideal read for advanced undergraduate and postgraduate students.

About the Author Olivier Furrer is Associate Professor of Strategic Management at Radboud University Nijmegen, the Netherlands. His current research interests are in the areas of international corporate social responsibility and response strategies in problematic strategic alliances.