



Strategy: Theory and Practice

Stewart R Clegg, Chris Carter, Martin Kornberger, Jochen Schweitzer

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Written by a team of leading academics, this groundbreaking new text is an invaluable guide to the core elements of strategy courses, that will challenge conventional thinking about the field.

Key features:

- Provides a coherent and engaging overview of the established 'classics' of strategy, while taking an innovative approach to contemporary issues such as power and politics, ethics, branding, globalisation, collaboration, and the global financial crisis.
- A unique critical perspective that encourages you to reflect on the strategy process and strategic decision-making.
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- A website offering a full Instructors' Manual, video cases, podcasts and full-text journal articles.

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Read the authors' research paper 'Re-Framing Strategy: Power, Politics and Accounting' in which they make the case for a critically informed approach to studying strategy in the special issue of Accounting, Auditing & Accountability Journal
(Vol 23, Issue 5)

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Strategy: Theory and Practice

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"It explains where strategy originates from and how contemporary ideas and practices facilitate or constrain decision-making and action. In particular, this book illuminates the role of power and politics in strategy - an issue that has been overlooked in most textbooks in this area. Enjoyable and inspiring reading for students, researchers and practitioners" -

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"The authors have managed to produce a unique and admirable combination of critical external engagement with 'strategy', understood as a complex object of organizational and political construction, and a useable insiders text book rich in illustrative cases. As such it is essential reading for academics, students and practitioners - all of whom will discover how theory and practice are more intertwined than they ever imagined" - Michael Power, Professor of Accounting, London School of Economics and Political Science

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