



# The Strategic Manager

*Harry Sminia*

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## **The Strategic Manager** Harry Sminia

Strategy is something with which managers regularly engage throughout their working lives, yet it is often written and researched as though periodic box-ticking exercises are the only show in town. This textbook provides students and professionals with a solid understanding of the strategic management theories, along with the tools needed to apply them and contribute toward successful organizations.

The author starts from how strategy is realized in the business world and applies the key theories to provide a rounded understanding. Contemporary cases studies are provided to help readers visualize the application of strategic thinking. Including the various stakeholders, organizational politics and culture, the author opens a window to the real world of strategic management.

Primarily aimed at postgraduate students and those in executive education, this textbook will also be useful as a handbook for managers looking to get their heads around this easily confused subject.

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