

Within firms both large and small, thinking about strategy has undergone profound change in the 1990s. The way decision-makers come to understand why some firms compete successfully and others fail, and the role managers play in each firm's fate, is very different to the 1980s. This text offers an introduction to the approaches which have made the greatest contribution to the new directions in strategic thinking. It provides managers with a foundation for tackling challenges as diverse as: seizing opportunities presented by competition policy; building and deploying the firm's knowledge base; developing the competitive advantages of the brand; creating information technology resources and extracting the maximum advantage from them; recognizing and exploiting leadership for change; and identifying and integrating the financial dimension of strategic thinking.

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