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Abstract in English

A New Integrated Approach to Strategic Management

Compared to mainstream textbooks there is an innovative approach here: Every topic is regarded from opposing perspectives to get a more comprehensive insight on strategic management. A new approach on strategy in the digital age.

Issues are leadership, corporate governance, profit and responsibility, risk management, business-, corporate- and network level strategies, organizational design, innovation and change management and international strategy and organization.

More than 50 short cases about Adidas, Apple, BMW, Google, Ikea, Lufthansa, Siemens and other companies are illustrating how successful leaders win through integrative thinking.

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